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Wixon Introduces 'Southern-Style' Menu Concepts

Posted: April 24, 2013

Wixon, a manufacturer of seasonings, flavors, and technologies for the food and beverage industry, offers a Southern-style coating system ideal for poultry.

The system features technologies for blocking bitter notes from over-frying and flavor systems that withstand extreme fryer temperatures. The three-part system includes maple pre-dust, bitter blocking batter, and two-stage or single-change sweet and savory waffle crumbles. Oven- and deep fryer-friendly, the system reduces grease retention and allows chicken or turkey to stay crispy longer when held in a moist environment.

The Southern-Style Coating System is used in several new menu concepts including:

- **Blue Mountain Chicken Waffle Tenders:** fresh chicken tenders seasoned with maple, vanilla, thyme, and spices can be coated with Wixon's Blue Mountain Waffle Crunch. The waffle batter system is highly customizable, designed for back-of-house applications, and features Map-nique Sweet Lift for enhanced perceived sweetness without a lingering aftertaste. A proprietary blend reduces browning in this and other batter-type applications. Crispy, sweet shortbread flakes can offer a bite of crunch.
- **Charleston Crispy Chicken:** tender, fresh chicken seasoned in Wixon's signature blend of spices and brown sugar can be dipped in Sweet Buttermilk Batter and then coated with new Coastal Waffle Break.
- **Chattanooga Chicken Crunch:** maple and peppercorn-seasoned fresh chicken can be dipped in Wixon's Southern Spiced Flour and finished with Sweet Crispy Waffle Crumbles.
- **Chicken Waffle Crunch:** tender, fresh chicken can be hand-dipped in Wixon's Maple Brown Sugar batter and coated in Wixon's Waffle Crumble Crunch, then fried to a golden brown in a dedicated fryer for this purpose. The batter can be made available with or without maple. Honey and sweet cream butter may accompany the dish.

"With 'Southern-style' ingredients on the rise, these menu concepts are perfect for appetizers, sandwiches, entrees - even salads," noted Mathew Freistadt, Wixon's chef.



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Leveraging Mash-Ups to Build Your Brand

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5) Foods To Never Eat

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Here are 5 foods you should never eat if you want to lose belly fat.

Food mash-ups... even if you don't know what they are you have probably experienced them. Taco Bell's taco with the Doritos shell, pretzel burgers, and cronuts are only a few of the recent combinations.

What's a Mash-Up?

A mash-up, to put it simply, is a unique combination of two foods to create a new food — the stranger the better. Popular mash-ups across country currently are:

- Ramen Burger – a traditionally hamburger patty between two discs of compressed ramen noodles
- Cheetos Macarons – a French macaroon made with crushed Cheetos
- Chicken Waffle Tenders – chicken tenders dipped in waffle batter and fried
- Cookie stuffed with other cookies – Oreo stuffed chocolate chips, chocolate chips stuffed with brownies, etc
- Pop Tart Ice Cream Sandwich – exactly what it says
- Waffle Taco – scrambled eggs, sausage, and syrup wrapped in a waffle
- Cap'n Crunch Fried Chicken – traditional fried chicken crumb coated in smushed Cap'n Crunch
- Fruit Loops Donuts – donuts made with the cereal crumbs
- Red Velvet Ravioli

You get the idea. Chefs and home cooks from all over are creating unique combinations that probably shouldn't work but somehow they do.

How Can I Leverage the Trend for My Business?

The question is how can you leverage people's craving for the unique into profits?

Keep in mind that mash-ups are trendy. That means that they are likely to be immensely popular for a little while. You'll sell out of a popular product in two hours for weeks and then one day you won't be able to give them away. Prepare for it, plan for it because it will happen. Trends are a way to build your brand and familiarize people with your business so that they will become loyal customers and buy other, more permanent things on the menu.

You can try to do what other people are doing and ride the coattails of their popularity or you can experiment with flavors on your own. Creating a successful mash-up is a combination of luck, a good palate, and lots of experimenting.

If you are going to try to create your own mash-up one of the easiest ways to do it is to start with one that is already popular and remake it. Make Fruit Loops donuts, for example, but substitute another cereal and a different type of doughnut dough. Think of your favorite foods and see if you can think of a way to put them together. Desserts seem to be the easiest and work the best but there are obviously savory foods that unexpectedly work well together, too.

Adding Mash-Ups to Your Menu

Whether you run a catering company, have a personal chefing business, own a popular eatery, or drive a food truck getting in on this trend can help you grow. The best way to get the word out about your new, delicious menu item is to give samples away. Add it to every order that comes in. Get your customers' feedback and make adjustments until it is just right.

Of course, there are no guarantees that it will go viral but you will have given it your best shot, right?

Whether you use someone else's recipe for inspiration or come up with your own keep in mind that this is a fun addition to your menu. Mash-ups work best if they are only on the menu for a short period of time and then