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## **MAINSTAY BRAND LAUNCHES BRAND-NEW, FRESH RESERVE LINE**

*23 products with fresh, innovative ingredient combinations make debut at Summer Fancy Food Show*

Fredericksburg, TX — Fischer & Wieser Specialty Foods is proudly introducing its brand new Reserve Line at the Summer Fancy Food Show in New York, June 29 - July 1, 2015. The Reserve Line is a collection of brand new and unique products that will only be available to specialty stores. “Fischer & Wieser Specialty Foods was given its start in the small gift shops and specialty food stores in Texas and around the country,” said Case D. Fischer, Fischer & Wieser CEO. “We wanted to honor these stores and our roots with a brand that was developed and created specifically for this market and their customers.”

The Reserve Line consists of 23 products in the Sauce, Braising Sauce, Preserve/Compote, Mustard and Accoutrement categories. Each product was developed with the gourmet consumer in mind and consists of high-quality, of-the-moment culinary ingredients. Products like Black Currant Hibiscus Guajillo Sauce, Moroccan Tagine Braising Sauce, Wine-soaked Tart Cherry Preserves, Champagne Honey Mustard and Truffle Honey Mustard Seeds bring new flavors and new preparation options right into the home pantry.

“Our goal is to Inspire Your Culinary Adventure,” said Fischer. “The Reserve Line is a great vehicle to do that. We can experiment with unique, rare ingredients and flavor profiles that aren’t generally found in grocery stores.”

The specialty nature of the Reserve Line is reflected through its packaging. The label design is reminiscent of a Farmer’s Almanac, with graphic elements highlighted with metallic inks. The label panel carries the story of Fischer & Wieser and the Reserve Line, as well as providing a recipe idea and usage icons to provide the consumer with several ideas of how to use the product. Each product category in the line is distinguished by a different transportation element, from a hot air balloon to a high-wheel bicycle, to carry on the Culinary Adventure theme.

Fischer & Wieser is a family-owned business located in the heart of the Texas Hill Country. Their best-known product, The Original Roasted Raspberry Chipotle Sauce®, won the Outstanding New Bestseller Award at the Fancy Food Show in 1997. Case Fischer and Mark Wieser started selling jams and jellies in their store, Das Peach Haus, made from peaches grown in their own orchard behind their store. While the company still sells these jams and jellies in Das Peach Haus today, Fischer & Wieser now makes over 150 products and distributes throughout the United States, to Mexico and beyond. In addition, the company also manufactures the award-winning line of Mom’s spaghetti sauces, soups and meal starters, which has also been newly updated and expanded. Look for their brands, Fischer & Wieser and Mom’s, in specialty and grocery stores near you.

For more information on Fischer & Wieser’s new Reserve Line, please visit the company’s website, [www.jelly.com](http://www.jelly.com), or call 1-800-369-9257.

# FISCHER & WIESER®

INSPIRING YOUR CULINARY ADVENTURE®



Pictured above: Fischer & Wieser's new Reserve Line Sauce family