



FOR IMMEDIATE RELEASE
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NEW LABEL, NEW LOOK FOR FISCHER & WIESER SPECIALTY FOODS' AWARD-WINNING PRODUCT LINE

Well-known line of Sauces, Jams/Jellies, Salsas & Mustards debuts new fresh, distinct look

Fredericksburg, TX — Fischer & Wieser Specialty Foods, Inc. is pleased to announce a new look for its award-winning sauce, salsa and preserve line. “We are very pleased with the new look for our products,” said Fischer & Wieser CEO, Case D. Fischer. “The new label does a great job at telling our story, as well as providing more beneficial call-outs and usage ideas on the front panel. With a glance at the product, the customer immediately has ideas on how they can use the product.”

The new packaging evokes the history of Fischer & Wieser’s life on the farm and the versatility of the flavors inside the jars. “We are exceptionally proud of this new label, as we feel that it perfectly marries the story of our farming roots with the high-end, culinary nature of our products,” said Deanna Fischer, Fischer & Wieser CMO and Director of Retail. Graphic elements throughout the label also work to bring the company’s tagline to life: Inspiring Your Culinary Adventure. “The creative graphic details, joined with the printed metallic elements on the label really create the sharp look and feel that represents the great product inside each jar,” Fischer continued.

Equally as important as the company story, product usage information is communicated clearly on the label. On the front panel, livestock and other food icons immediately communicate how the product can be used. Joining the icons on the front panel are the best ways to use the product, such as “Finishing Flavor” with three suggested uses, such as “Glaze on Pork Tenderloin.” With the addition of a recipe on the side of the label, “we are confident our consumers will be excited about the various ways to use each product,” said Deanna.

Fischer & Wieser’s Specialty Foods product line is found in specialty and upscale grocery stores across the nation. Their best-known product, The Original Roasted Raspberry Chipotle Sauce®, won the Outstanding New Bestseller Award at the Fancy Food Show in 1997. Fischer & Wieser is a family-owned business located in the heart of the Texas Hill Country. 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 grocery stores or Costco near you.

For more information on the new look for Fischer & Wieser Specialty Foods, please visit the company’s website, www.jelly.com, or call 1-800-369-9257.

FISCHER & WIESER®

INSPIRING YOUR CULINARY ADVENTURE®



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SERVING SUGGESTIONS
FINISH: Beef & pork tenderloin
GRILL: Ribs, pork chops, steaks & chicken breasts
POUR OVER: Cream cheese & serve over artisan crackers
MIX WITH: Olive oil & balsamic vinegar for a vinaigrette
WINE PAIRING: Medium-bodied, dry red wine

OUR LIFE ON THE FARM
 Growing fresh fruit on our farm has been an ongoing endeavor for over 85 years. These fruits inspired our first products, like Estella Wieser's Old Fashioned Peach Preserves, but we didn't stop there. We continue to create new and exciting flavor combinations, and with our farm in mind, it is easy to stay focused on the fresh goodness that makes each of our products so special. We sincerely hope that each product truly inspires your culinary adventure!

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OUR FAMILY RECIPE

GRILLED ROASTED RASPBERRY PORK TENDERLOIN

INGREDIENTS
 ½ cup olive oil
 1 tsp minced fresh rosemary
 2 (1 pound) pork tenderloins

DIRECTIONS
 Combine oil, rosemary, garlic, salt & pepper in a small bowl. Marinate loins in seasoned oil in refrigerator up to 12 hrs. Preheat grill to medium heat. Grill to an internal temperature of 145° F, about 25-30 mins. Baste often with Roasted Raspberry Chipotle Sauce. Remove meat to cutting board; cover loosely with foil, allowing to rest for 10 mins before slicing into ½" slices. Enjoy!

THE ORIGINAL ROASTED RASPBERRY CHIPOTLE SAUCE®



FINISHING FLAVOR **GLAZE PORK TENDERLOIN**
BRUSH ON GRILLED CHICKEN
POUR OVER CREAM CHEESE

FREE FROM PRESERVATIVES AND GLUTEN

FREDERICKSBURG, TEXAS NET WT 10.5 OZ (297g)

REFRIGERATE AFTER OPENING
 INGREDIENTS: Real Raspberries, Pure Cane Sugar, Jalapeños (with vinegar & salt), Beet Sugar, Apple Cider Vinegar, Pectin Blend (sucrose, pectin, citric acid), Water, Chipotle Peppers (chile peppers, chipotle peppers, natural flavor, salt, vinegar or citric acid), Garlic, Salt, Natural Smoke Flavoring, Spices.
 Manufactured in a facility that processes: Peanuts, Tree Nuts, Milk, Fish, Soy, Wheat & Eggs.

Nutrition Facts
 Serving Size 1 tbsp. (20g)
 Serving Per Container: About 13

Amount Per Serving		
Calories	40	Calories from Fat 0
		% Daily Value*
Total Fat	0g	0%
Sodium	60mg	3%
Total Carbohydrate	10g	3%
Dietary Fiber	1g	0%
Sugars	9g	
Protein	0g	
Vitamin C	6%	

Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, vitamin A, calcium and iron.
 *Percent Daily Values are based on a 2,000 calorie diet.

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 800-369-9257 WWW.JELLY.COM



Pictured above: Fischer & Wieser's new 10oz label