



FOR IMMEDIATE RELEASE
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FISCHER & WIESER ANNOUNCES NEW ORGANIC SAUCES

Three top-selling sauce flavors are now Certified Organic and in new 10oz size

Fredericksburg, TX —Fischer & Wieser Specialty Foods, Inc. has announced the introduction of three new products that are Certified Organic. “We are very excited about these new offerings”, said Case D. Fischer, Fischer & Wieser CEO. “Customers are asking for more products that are Certified Organic, as well as Non GMO, and we want to make sure we are providing the opportunity for our customer to find their favorite F&W product in this form.”

The new products are: The Original Organic Roasted Raspberry Chipotle Sauce, Organic Mango Ginger Habanero Sauce and Organic Pomegranate & Mango Chipotle Sauce. These items are being introduced in a 10-ounce bottle. These sauces are currently in the process of becoming Non-GMO Verified as well.

Manufacturing organic products is not new to Fischer & Wieser according to COO Jenny Wieser, PhD. “Our plant was first certified as an organic production facility in 2001,” Wieser said. “In fact, we introduced an organic Roasted Raspberry Chipotle Sauce that year, but it just did not seem that the market was ready for it. The whole concept of Roasted Raspberry Chipotle Sauce was probably still so new that the idea of an organic version then was ahead of its time.” Fischer & Wieser also produces two organic pasta sauces for its Mom’s Pasta Sauce line, and already has four products that are Non-GMO Verified.

The new Certified Organic sauces are being introduced at the Specialty Foods Association’s Fancy Food Show in New York City in June, and will be available for distribution at that time. These new organic sauces, with the rest of the Fischer & Wieser Specialty Foods product line, are also debuting in the brand’s new look at the summer Show. “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. “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 & Wieser Specialty Foods, is a family-owned, award-winning specialty foods company located in the heart of the Texas Hill Country in Fredericksburg, where they produce both the Fischer & Wieser and Mom’s lines. The company, best-known for The Original Roasted Raspberry Chipotle Sauce, was started by Case Fischer and Mark Wieser selling jams and jellies in their store, Das Peach Haus, made from peaches grown in their own orchard behind the store. While the company still sells these jams and jellies in Das Peach Haus today, they now make and distribute over 150 products throughout the United States, Mexico and beyond. Look for their brands, Fischer & Wieser and Mom’s, in specialty and natural grocery stores in your neighborhood.

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.

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Pictured above are the three new Certified Organic Fischer & Wieser Sauces.