



FOR IMMEDIATE RELEASE  
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CONTACT: Katie Meier  
Marketing Manager  
Fischer & Wieser Specialty Foods, Inc.  
800.369.9257  
katie.meier@jelly.com

## **FISCHER & WIESER UNVEILS EXPANDED MOM'S LINE**

*Award-winning line of Pasta Sauces and Soups now includes Meal Starters*

Fredericksburg, TX — Fischer & Wieser Specialty Foods, Inc. announces the expansion of its' award-winning Mom's product line and unveils new retro packaging.

"With great pleasure and excitement we are unveiling a new and expanded Mom's line to all of our loyal customers," stated Fischer & Wieser CEO, Case D. Fischer. "Mom's has been a trusted premium brand since the early 1980's, and Fischer & Wieser has been the proud steward of the Mom's tradition since 2000. It was time for us to expand her range of offerings and give her an updated look on the shelf."

The expanded line now includes two new sizes of the ready-to-eat soups and six new meal starters in classic flavors, "just like Mom used to make". All Mom's products embody the brand's focus of providing wholesome and healthful, easy-to-prepare, high-quality meals for today's family. "The new, distinctive packaging helps Mom stand out on the shelf at grocery and specialty stores," said Deanna Fischer, Fischer & Wieser Director of Marketing. "We embraced Mom's wholesome goodness by placing her portrait on a field of green, and gave her a wooden spoon because that is what she used in her own kitchen to stir up these classic dishes." Some of Mom's new offerings include: Hearty Chicken Pot Pie Starter, Wholesome & Fresh Veggie Chili Starter and Roasted Chile & Pumpkin Stew Starter.

Mom's started out as a premium line of pasta sauces that first found a following in natural grocery stores due to the amazing taste of the fresh, clean ingredient profile. Mom's Garlic and Basil Spaghetti Sauce, the brand's flagship product, was, and still is, made with Mom Timpone's original "fast sauce" recipe. "Mom's Garlic and Basil Spaghetti Sauce is the same sauce that Mom Timpone would make for her kids when they got home from school in the afternoon," according to Case Fischer. "Italians call it a 'fast sauce' because it is made quickly with all fresh ingredients like tomatoes, basil and whole cloves of garlic, seasoned with a touch of sea salt."

Fischer & Wieser Specialty Foods, maker of the Original Roasted Raspberry Chipotle Sauce®, 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, 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 Mom's line and Fischer & Wieser Specialty Foods, 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: Mom's Meal Starter line

FISCHER & WIESER SPECIALTY FOODS, INC.  
411 SOUTH LINCOLN STREET · FREDERICKSBURG, TEXAS 78624  
830.997.7194 · FAX 830.997.0455 · WWW.JELLY.COM