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ICONIC SAUCE CELEBRATES 20TH ANNIVERSARY WITH COOKBOOK

Fischer & Wieser Specialty Foods is spotlighting the 20th anniversary of The Original Roasted Raspberry Chipotle Sauce® with a full-color, hardcover cookbook, showcasing a flavor that has inspired thousands and became a piece of the world's flavor profile.

The Fredericksburg, Texas, company's No. 1 seller, Roasted Raspberry Chipotle Sauce, will be the focus of specials and promotions at strategic supermarket chains, gourmet shops and fine-dining restaurants in Texas and around the country, as well as the feature of a new cookbook from Bright Sky Press. *The Sauce: A Celebration of the Flavor That Changed Everything* will assess all that happened with the chipotle sauce after its introduction in 1996. The book also features more than 75 sauce-based recipes, both savory and sweet, ranging from snacks and appetizers to dessert.

In its first year, The Original Roasted Raspberry Chipotle Sauce® was voted the Outstanding New Best Seller by the National Association of the Specialty Food Trade (NASFT) in association with the James Beard Foundation.

"In many ways, Roasted Raspberry Chipotle Sauce made us the Fischer & Wieser we are twenty years later, and we are grateful for that," says company CEO & President Case D. Fischer. "But in addition to success, developing this sauce also set us on the path to developing so many other untried and unexpected new flavors. Today we call this our Culinary Adventure, and you might say it all started with Raspberry Chipotle Sauce."

In 1996, Case and company founder Mark Wieser were making raspberry jam when Case decided he would like to develop more uses for the berries in hopes of buying them at a better price. At the same time, he hoped to make a recognized consumer habit – taking the company's jams and liquefying them over heat to serve over meats like pork or chicken – a bit more intuitive. He decided to try making a sauce.

Knowing he needed more taste buds to help separate the hits from the misses, Case enlisted a trio of food professionals he had gotten to know: chef Bud Royer of Royers Round Top Café, Scott Silverman of the Rice Epicurean upscale supermarket chain in Houston and Rusty Fenton, who had launched the Uncle Julio's restaurant group before becoming a food consultant. The three would receive jars of each new test product and call or write Case with their thoughts.

At one point, while Fischer was working on variations of raspberry and serrano, Fenton suggested he look into chipotle. Fischer had never heard of it, thus proving how far America and the rest of the food world were about to travel. He asked Rusty what chipotle was, only to be told it was jalapeño that's been dried and smoked. Initially, Fischer made a face at the whole idea of smoked. "That's not going to work," he said, but agreed to get some of the peppers and give them a try in lieu of serranos in the sauce. He and his kitchen crew whipped up a new batch and sent it around to the three professionals. The silence did not really last long, but it seemed to stretch out painfully as Fischer waited for the verdict. It came in a series of messages left on the Fischer & Wieser voicemail.

"Case," said Scott Silverman, "I got the chipotle-raspberry that you sent. I want to buy 15 cases of it." From Bud Royer came: "Can you do that in a half-gallon format. I want to serve it at my restaurant." From Rusty Fenton came perhaps the most succinct response. "Throw the other out," he said. "That's the one."

Fischer had the orders – Silverman even clarified that he did not want fifteen cases, he wanted *fifty* - but he didn't really have a product. He had to turn out a quick label, and to that end, he needed a name. The precise nature of the chipotle remained unknown, so the name Roasted Raspberry Chipotle Sauce popped out. In later years, Fischer & Wieser trademarked The Original Roasted Raspberry Chipotle Sauce®.

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.