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FISCHER & WIESER ROLLS OUT FIVE FOOD TRK FUSION SAUCES
Company proudly launches a line of products inspired by the food truck scene

Fredericksburg, Texas - Inspired by the cultural richness and exciting, exotic flavors of the nationwide food truck movement, Fischer & Wieser Specialty Foods has launched a line of five dramatically different Food Trk Fusion sauces.

According to company President & CEO Case D. Fischer, an essential component of any flavor inspired by food trucks is a willingness to bend a few rules and take a few chances, whether that involves unexpected ingredients or the fusion of cultures not usually found together in nature. Thus, a beautiful mixture of Asian and Latin flavors powers many of the most successful food trucks and underpins several sauces in the line.

“Since we tend to see all life as a great, big Culinary Adventure,” Fischer explains, “the flavors inspired by our food truck culture make us feel like kids in a candy store. Few American diners would have guessed twenty years ago, or even ten years ago, that we’d be ordering so many meals through a food truck window or embracing flavor combinations we never thought would be possible.”

In Texas, the Food Trk Fusion line was developed in association with the H-E-B supermarket chain based in San Antonio for their Cooking Connection stations. Like the flavors themselves, however, these sauces display no allegiance to state or national borders. They are each their own unique flavor experience, and great gems to be discovered.

Three of the sauces draw on the Korean fermented bean paste known as gochujang, with Korean being the most popular single Asian cuisine among food truck regulars. These products include Gochujang Unchained Glaze (with sambal and black bean paste), Knock U on Your Asphalt Sauce (with black garlic and spices) and Dang ‘Jang BBQ Sauce (with peaches and molasses).

The two remaining sauces in the Food Trk Fusion line are Yo Soy La Sriracha, a charmingly named tip of the hat to Asian-Latin fusion, and Katy’s Peri Peri Sauce, a tribute to the peri peri hot pepper sauce tradition first developed by Portuguese colonists in southern Africa.

“The flavors are simply fantastic, as they bring something very different to the Fischer & Wieser family,” says Deanna Fischer, the company’s Chief Experience Officer. “We are equally as excited about the branding and packaging for this line. The creative names of each product, and the funky look of the squeeze bottle do a great job of showcasing the fresh flavor of each.”

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INSPIRING YOUR CULINARY ADVENTURE®

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.