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FISCHER & WIESER CELEBRATES THE MOST WONDERFUL TIME OF THE YEAR
Four new holiday items launching in the Reserve line

(Fredericksburg, Texas) - Though many flavors created by Fischer & Wieser Specialty Foods enjoy a place on holiday tables in Texas and across America, the company is introducing its first-ever collection of sauces, relishes and butters created specifically to evoke family holiday memories.

In the four new products for its Reserve line, the beloved traditions of family and feasting are helped along by cinnamon, nutmeg, allspice and brown sugar, not to mention cranberry, apple, caramel and spiced wine. As President & CEO Case D. Fischer explains, creating the new products allowed the entire team to relive some of their happiest moments of all.

“Food is an essential part of almost everybody’s holidays, crossing even the religious boundaries that gave us so many holidays in the first place,” he says. “The sharing of traditional dishes with family and friends is clearly at the heart of what we’re doing here. Yet we also understand that delivering these deep and deeply-remembered flavors in a quick and convenient way is never more helpful than during the busy holiday season.”

Appropriately, cranberry plays a starring role in three of the four new products. Cranberry Apple Salsa, for instance, has little or nothing in common with the red or green salsa that we are all used to eating. Instead, it is a texture-crazed blend of tomatoes with fresh cranberries and dried apples, plus a splash of pomegranate juice.

Pecan Cranberry Relish turns two great Southern holiday traditions into one great accompaniment for turkey, dressing and candied yams, while Spiced Wine Cranberry Sauce enriches the holiday cranberry tradition with the aroma and taste of spiced wine. Caramel Apple Butter delivers the flavor and aroma of apples and spice in a smooth, creamy spread for pancakes, waffles and crepes. It is also excellent with grilled pork tenderloin and fried chicken.

“The holidays are always such a hectic time, that the added convenience and super flavor in all of our products is a win-win,” explains Deanna Fischer, the company’s Chief Experience Officer. “And for an extra win during the holidays, our products also make excellent gifts!”

FISCHER & WIESER®

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.