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MOM'S LINE EXPANDS WITH TWO CLASSIC TASTES

Traditional Sunday Sauce and Reduced Fat Tomato Basil Soup join the ranks

(Fredericksburg, Texas) - The Mom's brand of comfort-food flavors is drawing on the old-fashioned Italian traditions of its roots, as well as looking ahead to what many consumers desire – big taste but reduced fat in so many of their favorite dishes.

A family brand of Fischer & Wieser Specialty Foods of Fredericksburg, Texas, Mom's is debuting the classic and traditional Italian Sunday Sauce, making it the 13th sauce in the line. The company is also launching a reduced-fat version of its award-winning and wildly popular Tomato Basil Soup.

"We see the Mom's brand as a blast from the past that is informed by the present and the future," says company President & CEO Case D. Fischer. "We, naturally, are all about showcasing the flavors of nostalgia, beginning with the terrific recipes entrusted to us by the Timpone family. Before Mom's was a brand, there really was a Mom. Yet at the same time, listening to customers and sensing just where they want their comfort foods to take them in the next year or two is a big part of our job."

Sunday Sauce is a beloved memory for many Italian-Americans. In most households, it was the slow-cooked "red gravy" perfected by a mother or grandmother with more time to cook than during the week. It was specifically made in a recipe – every household's was the best, of course – that would serve not only one nuclear family but all the extended family members who turned up on a Sunday.

The origins of Tomato Basil Soup are most often seen as French, though the two components in the title are popular in Italian cooking as well. As popularized in America, Tomato Basil is a lush, smooth French-inspired puree enriched by cream, butter or both. Mom's has applied some of its best recipe wizardry to achieve the same pleasure and comfort while substantially decreasing the fat.

As in many Italian-American households, Mom's Sunday Sauce is made with red wine, beef and veal stock, butter and the intensified flavor of both vine-ripened and sun-dried tomatoes. In addition to its reduced fat, the new Tomato Basil Soup is free from preservatives, gluten and added sugar.

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

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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.