

FOR IMMEDIATE RELEASE

Smokey Ancho Cherry Sauce creates a sweet-heat stir

Notable gourmet flavor discovery at national food show

Most gourmet cooks know cherries add welcomed sweetness to ham, turkey and chicken, and Fischer & Wieser Specialty Foods, Inc., the makers of the Original Roasted Raspberry Chipotle, have bottled the cherry sensation in their newest sweet-heat gourmet creation, Smokey Ancho Cherry Sauce.

“That’s phenomenal, rich flavor!” Those words resonated from the Fischer & Wieser show booth yesterday, as attendees stopped in the crowded aisles of the Moscone Center in San Francisco to taste the new cherry sauce during the Specialty Food Association’s Winter Fancy Food Show.

“I love the big cherries and the pepper heat,” a specialty food store owner said. “It looks great and tastes great. This is something I look for when I walk this show. This product will sell in my store.”

“We are hearing lots of positive remarks,” said Fischer & Wieser President and CEO Case D. Fischer, “and we are pleased that people are impressed by it.” He said inspiration for the sauce came from the family’s dinner table.

“We have long served cherries during holidays as a protein topper – over ham or cream cheese -- and we just got to talking, ‘what if we make a sauce out of cherries, and what could we add to the cherries to make them even better on meats and cheeses?’”

Ancho, he said, was not the first ingredient they tried, but its complementary flavor rose to the top. “There is just something about the flavor of Ancho chilies that nicely pairs with the taste and texture of cherries,” Mr. Fischer said, and he emphasized texture.

“We wanted plump, fresh cherries, because not all cherries are created equal,” he said, “and our sauce needed to have a sweet heat that also looked great on the table. Hearing the positive feedback, I think we accomplished our goal.”

The Smokey Ancho Cherry Sauce joins a family of up to 150 gourmet food products made by Fischer & Wieser, including sauces, jellies, jams, mustards, pie fillings, pasta sauces and more.

For more information on the new Smokey Ancho Cherry Sauce and Fischer & Wieser, visit the company’s website, jelly.com, or call 1-800-369-9257.

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