



FOR IMMEDIATE RELEASE

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Fischer & Wieser hires Steel Branding to launch national public relations campaign

FREDERICKSBURG, TX (May 4, 2017) – Fischer & Wieser Specialty Foods, Inc., a nationally distributed specialty foods company, has brought on Steel Branding, an award-winning advertising and public relations agency, to launch a national public relations campaign. The Steel Branding team will work with Fischer & Wieser to promote all product lines with a focus to increase brand awareness nationwide.

“This is a big move in the market for Fischer & Wieser,” says Case Fischer, co-founder and CEO of Fischer & Wieser. “Hiring an agency of Steel Branding’s caliber speaks to the commitment we’re making as a company to take our business to the next level. We’ve experienced tremendous growth and look forward to working with the best in the business to elevate our public image and get more Fischer & Wieser products in kitchens across America.”

Fischer & Weiser engaged Steel Branding in 2014 to update the packaging for its Mom’s product line, a premium line of Italian pasta sauces, meal starters and soups. Due to positive consumer response to the Mom’s new product packaging, Steel and Fischer & Wieser have since worked together to refresh all product lines and design packaging for new products including 2017 Sofi Award winners Dr. Foo’s Bali BBQ and Cherry Balsamic Preserves.

Fischer & Wieser, maker of The Original Roasted Raspberry Chipotle Sauce®, is a family-owned business located in the heart of the Texas Hill Country. 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. Fischer & Wieser now make and distribute over 150 products throughout the United States and Mexico to major retailers including Safeway, Costco, Albertson’s, Kroger, Whole Foods, HEB and more.

“We’re thrilled to be able to be working with Fischer & Wieser,” says Kirsten Cutshall, president of Steel Branding. “It is always rewarding to be able to work with a company that has such an amazing story to tell. Fischer & Wieser is poised for growth, and we’re excited to be on board to help expand their retail footprint and elevate their image nationwide.”

Steel Branding is a brand-focused communications firm specializing in family-targeted marketing in the industries of healthcare, education, consumer packaged goods and family living.

ABOUT FISCHER & WIESER:

[Fischer & Wieser](#) is a family-owned business located in the heart of Fredericksburg, Texas. Its 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. Since then, Fischer & Wieser has expanded its catalog to over 150 products that are distributed throughout the United States, Mexico and beyond. In addition, the company also manufactures the award-winning line of [Mom's](#) spaghetti sauces, soups and meal starters, and the recently launched [Dr. Foo's Kitchen](#) line of Thai cooking sauces. For more information, please visit www.Jelly.com and the company's [Instagram](#) and [Facebook](#).

ABOUT STEEL BRANDING

Steel Branding specializes in marketing to families. Based in Austin, Texas, Steel is a collective of national creative, marketing and technical talent that is dedicated to helping its clients rise above the noise and succeed in the marketplace. Rather than merely focusing on a capability, market or tactic, Steel uses Adthropology™ to gain insight into the social dynamics and habits unique to today's busy family. Steel helps integrate brands into the modern family in a way that will drive spectacular growth. To learn more, visit www.steelbranding.com.