

FISCHER & WIESER[®]

INSPIRING YOUR CULINARY ADVENTURE[®]

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FISCHER & WIESER SPECIALITY FOODS PARTNERS WITH H-E-B TO LAUNCH FIVE NEW FOOD TRK FUSION SAUCES

*New sauces extend company's popular Food TRK Fusion line
Incorporating new bold flavors with Texas themes; available exclusively at H-E-B*

Fredericksburg, Texas (Jan 18, 2018) – Award-winning specialty foods company Fischer & Wieser Specialty Foods, Inc. is expanding their partnership with H-E-B to launch five new Food Trk Fusion Flavors, a line of sauces featuring culinary richness and exotic flavors inspired by the nationwide food truck movement. The new Food TRK Fusion sauces are on shelves now and available exclusively at H-E-B stores throughout Texas.

The Fischer & Wieser innovation team worked closely with H-E-B's creative team to develop sauce concepts, recipes and product names. The inspiration behind the flavors was to develop products with bold flavors and Texas themes. As Fischer & Wieser CEO and President Case D. Fischer explains, the new products push the boundaries of the innovative flavors the Fredericksburg-based company has marketed to date.

"We've never been afraid to shake things up a bit in the kitchen and these flavors are doing just that," Fischer says. "With the amazing "heck yeah" response we received from our first five sauces in our Food Trk Fusion line, we worked "hand-in-hand" with H-E-B to create these exclusive new sauces to reflect the bold, bright, open-minded embrace of unexpected flavors we taste in Texas every day!"

In honor of food trucks everywhere, the new Food Trk Fusion sauces are sold in colorful, cleverly labeled squeeze bottles, making them perfect not only for cooks fixing a quick, convenient meal but for diners looking for a boost in great taste. In addition to the beloved flavor of BBQ in several of the new sauces, Texans can enjoy the more subtle references to all things Texas, such as "Friday Night Lights."

The five new Food TRK Fusion line sauces available exclusively at H-E-B include:

- **Berry Good BBQ Sauce:** This richly flavored BBQ Sauce is based on the award-winning flavor combination of The Original Roasted Raspberry Chipotle Sauce[®], developed in 1996 and still the company's No. 1 seller. It packs just the right amount of sweetness and heat to make any cut of meat amazing.
- **Bull By The Horns Moppin' Sauce:** The tropical flavors in this slightly sweet but savory sauce – a blend of pineapple, mango and cayenne pepper – make it just right for food like pork ribs or chicken on the grill, not to mention fish tacos or grilled Gulf shrimp. Like any good Texas "moppin' sauce," this one is meant to go on proteins or vegetables while they are cooking.
- **Friday Night Lights Sauce:** The combination of flavors may be inspired by the South Pacific, with coconut milk, garlic and Asian spices, but the name is all Texas. It's a terrific dipping sauce for chicken strips and a basting sauce for kebabs.
- **Oh Hot Damn! This is my Yam BBQ Sauce:** Is there a better flavor combination than sweet potato, honey and spices? If you are finishing a pot of beans or grilling a burger, the folks at Fischer & Wieser and H-E-B will never say no.

- **Texas Bold and Brash Sauce:** The flavors in the sauce are as bold and brash as the great state of Texas, making the perfect marriage of garlic, tomatoes, secret spices and chipotle peppers. This sauce is a fabulous all around BBQ sauce for pork or beef ribs or brisket. It's also awesome on flank steak tacos or atop a burrito.

ABOUT FISCHER & WIESER:

Fischer & Wieser is a family-owned business located in the heart of Fredericksburg, TX. 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. Since then, Fischer & Wieser has expanded their 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 their [Instagram](#) and [Facebook](#).