



FISCHER & WIESER®

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

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Fischer & Wieser Debuts Four Newly Released Sauces at the Winter Fancy Food 2013
Sample Irresistible Texas Sauces and “Inspire Your Culinary Adventure®” at Booth #1449

(Fredericksburg, Texas) – January 15, 2013 – Exhibiting at booth # 1449, at the 2013 Winter Fancy Food Show, Moscone Center in San Francisco. Fischer & Wieser will roll out four newly released, mouth-watering products that round out a line of award-winning and enormously popular Texas sauces that give the gourmet pantry market a unique and delicious twist.

At the Winter Fancy Foods Show, Fischer & Wieser is “Inspiring Your Culinary Adventure®” sampling their pantry staples as well as their four newly released Mom’s soups and sauces featuring delectable ingredients like: Bolognese Soup, Roasted Red Pepper Bisque, Garlic Marinara and Primavera Pasta Sauces. These new “releases” are an enrichment of Mom Nenfia Timpone’s wonderful Sicilian legacy and enable Mom’s fans to enjoy four more of her family’s favorites.

The soups are also considered “Limited Edition” as Fischer & Wieser only sells them during the winter months (January through March). Soup has matured from a modest pantry item to become a \$4 billion+ industry that continues to advance.¹ Market insiders are responding to consumer demands by adding variety and imagination to their soup stocks. The increase in soup purchases align with today’s top consumer trends as Americans seek convenient, less processed, healthier and more affordable fare.²

For more than 40 years Fischer & Wieser has inspired culinary adventures with handcrafted, delicious and gourmet items that have garnered praise and awards. The now more than one hundred products that make up Fischer & Wieser’s gourmet pantry lines have launched its popularity beyond the fruitful Texas Hill Country and onto grocery shelves throughout America, Canada, Mexico, England, Germany and Hong Kong.

The award-winning and popular line of Fischer & Wieser’s Mom’s Pasta Sauce is among the top favorites, with the four newly released Mom’s soups and sauces poised to capture taste buds at this year’s Winter Fancy Foods Show.

What’s different about Mom’s? Mom’s Sauces set the bar as the first premium pasta sauces on the market in the U.S., setting the standard for fresh, all natural goodness in the convenience of a jar. Fischer & Wieser carries on the tradition using all natural ingredients without added sugar or preservatives, and is always gluten free.

¹ <http://www.preparedfoods.com/articles/souptrend>

² http://www.technomic.com/files/products/2012_Soup%20and%20Salad_CTR.pdf



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Fischer & Wieser's Four Newly Released MOM's Soups and Sauces for NASFT Fancy Food Show 2013:

Bolognese Soup (Limited Edition)

A new twist on a traditional Italian sauce, Fischer & Wieser's Bolognese Soup is a delicious, hearty soup and an ideal comfort food. Full of premium tomatoes, heavy cream, onions, white wine, fall vegetables and bacon, Fischer & Wieser's Bolognese Soup is perfect as a starter or a main course.

Roasted Red Pepper Bisque (Limited Edition)

Simple and savory, Mom's Roasted Red Pepper Bisque combines the deep flavor of roasted red peppers with onions and carrots and spices for a comforting, delicious soup for all to enjoy.

Garlic Marinara Pasta Sauce

Mom's Garlic Marinara Pasta Sauce showcases whole cloves of fresh garlic sautéed in extra virgin olive oil and then combined with plump, juicy tomatoes and oregano. Its flavor and texture perfectly complement a wide variety of pasta, and its chunkiness goes great with meatballs, ground meat, chicken, veal or eggplant parmigiana.

Primavera Pasta Sauce

Mom's Primavera Pasta Sauce is highlighted by light flavors, aromatic herbs and bright colors ('primavera' meaning the season of spring). Premium tomatoes are accompanied by onions, bell peppers, carrots, green beans and mushrooms that highlight smaller shapes of pasta such as penne, farfalle, rigatoni and fusilli.

Fischer & Wieser's gourmet products are available throughout America at specialty foods stores, club stores and grocery stores, online and internationally in Canada, Mexico, Germany, Hong Kong and United Kingdom. Be sure to stop by and sample Fischer & Wieser's Gourmet pantry items at Booth #1449.

About Fischer & Wieser

Established in 1969, and owned and operated by members of the Fischer & Wieser families, the company lives by its motto "produce a quality product, and loyal customers will embrace it." Fischer & Wieser® Specialty Foods, Inc., which produces the Fischer & Wieser brand, is committed to making high-quality specialty foods using sustainable business practices and environmental consciousness. The company manufactures over a hundred items, including The Original Roasted Raspberry Chipotle Sauce®, many of them award-winning, and distributes them to specialty food retailers, club stores and grocery markets around the world. Visit Fischer & Wieser at www.jelly.com or on Facebook (<https://www.facebook.com/FischerAndWieser/>), Twitter (<https://twitter.com/fischernwieser/>) and Pinterest (<http://pinterest.com/fischernwieser/>).

For product samples, press materials, or further information, please contact Leigh-Anne Anderson at 805-969-3744, or landerson@christiecomm.com.

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