

# FISCHER & WIESER® *farmstead*

## 2025 Media Kit



411 S. Lincoln St. Fredericksburg, TX 78624  
830-997-7194 [www.FWfarmstead.com](http://www.FWfarmstead.com)



# Fischer & Wieser Specialty Foods Press Kit

## Company Background

### About the Brand

Fischer & Wieser is a family-owned and operated specialty food company based in Fredericksburg, the heart of the Texas Hill Country. What began as a small roadside fruit stand has grown into an internationally recognized brand known for crafting innovative, premium-quality products. Today, the company offers more than 150 gourmet food items—including sauces, jellies, preserves, confections, condiments, soups, pasta sauces, and more—each inspired by bold flavors, culinary creativity, and a deep-rooted Texas heritage.

*It's been an unbelievable dream for all of this to come true. Who would've thought we could've got here from a roadside fruit stand? – Mark Wieser, Founder*

### How It Got Started

In 1969, educator and entrepreneur Mark Wieser began selling homemade jams and jellies at a roadside fruit stand called Das Peach Haus, using peaches from his family orchard. In 1979, high school student Case D. Fischer joined the team, later becoming Wieser's business partner in 1986 while attending Texas A&M University. Their partnership transformed the business, leading to the creation of The Original Roasted Raspberry Chipotle Sauce®, which won a NASFT Outstanding New Bestseller in 1997 and put the company on the national stage.

### Timeline of Milestones

- **1969:** Das Peach Haus is established by Mark Wieser.
- **1979:** Case D. Fischer joins the team while attending high school.
- **1986:** Fischer & Wieser form a business partnership.
- **1997:** Launch of The Original Roasted Raspberry Chipotle Sauce® that received the NASFT Outstanding New Bestseller award.
- **2000s–2020s:** Growth into multiple brands, expanded retail footprint, launch of wine collection, cooking school, artisan distillery, confections line – creating a culinary destination unique to the Texas Hill Country region.
- **2024:** Celebrating 55 years
- **2025:** Case D. Fischer receives the Specialty Food Association Hall of Fame Award

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## Purpose Statement

Creating Flavorful Experiences That Make People Happy

## Core Values

- **Faith** - A fundamental part of our formula for success, built on love and trust.
- **Top Quality** - We take pride in the products we create, the experiences we provide, and the work we do for one another.
- **Family Spirit** - From our workplace culture to the products we craft for families to enjoy together, family is at the center of everything we do.
- **Integrity** - We always choose the right path, no matter how difficult, rather than taking the easy way out.
- **Supreme Service** - We serve our customers, colleagues, and community with a servant's heart and a cheerful attitude.
- **Laughter** - We believe humor and joy are essential to life and business.

## Co-Founders

### Case D. Fischer – President, CEO and Visionary

A Texas native and visionary entrepreneur, Case leads the company with a commitment to innovation, family farming, and gourmet excellence.

### Mark Wieser – Founder & Chairman

Mark's early vision continues to shape the brand. His legacy lives on through products inspired by heritage, art, and his family orchard. *(Headshots and bios available upon request)*

## Visual Assets

- **Logos, Photography, Brand Style Guide** inquiries:
  - email [Nicole.whorton@jelly.com](mailto:Nicole.whorton@jelly.com)
- **Videos:**
  - [Brand Story Video \(1–2 min\)](#)
  - [Joel Gamoran With Homemade Live Visits the F&W Farmstead](#)
  - [Videos from the Farmstead](#)

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## Products & Services

### Flagship Product

#### The Original Roasted Raspberry Chipotle Sauce<sup>®</sup>

Fischer & Wieser's Original Roasted Raspberry Chipotle Sauce<sup>®</sup> is an award-winning blend of sweet raspberries and smoky chipotle peppers that delivers bold, unforgettable flavor. A national bestseller since winning a James Beard Award in 1997, it's a versatile favorite for glazing, grilling, or dipping.

### Additional Product Lines

- Cooking and BBQ Sauces
- Jams, Jellies, and Preserves
- Pasta Sauces
- Soups
- Fudge and Confections
- International sauces, crisps, jams
- Cocktail Mixes

### Family of Brands

- **Fischer & Wieser** – Gourmet sauces and preserves inspired by the Texas Hill Country
- **Mom's** – Premium pasta sauces and soups
- **Four Star Provisions** – Culinary sauces, dips, and condiments for elevated, everyday cooking.
- **Stick + Tine** – Asian-inspired BBQ sauces, chile crisps, and jams.
- **Sweet Fred** – Nostalgic treats made the old-fashioned way in Fredericksburg, TX
- **F&W Heritage** – Products that would have been found at our roadside fruit stand, in our early years.

### Culinary Destination

#### F&W Farmstead located in Fredericksburg, TX

- *Product Tastings:* Try all our products at our historic Das Peach Haus retail store.
- *Culinary Classes:* Hands-on instruction from expert chefs.

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- *Wine Tastings*: Explore 100% Texas-grown varietals made exclusively for Fischer & Wieser
- *Dietz Distillery*: Old-world spirits meet Hill Country craftsmanship.
- *Lodging*: Unique stays include a restored 1910 farmhouse, Airstream village, and tiny home.
- *Tha Stand*: Seasonal fruit stand offering regional fresh fruit, produce, and F&W products.

## Media Coverage & Press

### Awards & Accolades

- **N.A.S.F. T. (sofi Award)**, 1997 – Outstanding New Bestseller (Roasted Raspberry Chipotle Sauce®)
- **80+ regional and national food awards** to date
- **USA Today 10 Best Cooking Schools**

### Press Releases

- [2025: SFA Hall of Fame Award for Case D. Fischer](#)
- [2025: NEW Product Release](#)
- [Press from the F&W Farmstead](#)

### Featured In

- *Forbes*
- *Fox News*
- *Eater*
- *Better Homes & Gardens*
- *USA Today*
- *Texas Monthly*
- *Wine Spectator*
- *Austin Chronicle*
- *San Antonio Express-News*
- *Austin Travels*

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## Contact Information

### Media Contact

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### Online

🌐 Website: [www.FWfarmstead.com](http://www.FWfarmstead.com)

✉ Email: [marketing@jelly.com](mailto:marketing@jelly.com)

📱 Instagram: [@fischerandwieser](https://www.instagram.com/fischerandwieser)

📘 Facebook: [@fischerandwieser](https://www.facebook.com/fischerandwieser)

## Additional Resources

### Where to Buy

Products are sold at [FWfarmstead.com](http://FWfarmstead.com), H-E-B, Walmart, Kroger, Albertsons/Safeway, specialty retailers, gourmet shops, and select club stores across the U.S.