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### **Fischer & Wieser Acquires Iconic Fredericksburg Fudge to Continue Innovation and Expansion of Product Line**

**Fredericksburg, TX – April 17, 2023** – Fischer & Wieser is pleased to announce the expansion of their family brands through the acquisition of well-loved Texas Hill Country business, Fredericksburg Fudge. Fischer & Wieser is committed to maintaining the same quality that Fredericksburg Fudge is known for — scratch made products from premium ingredients with no preservatives, additives, or fillers.

Fredericksburg Fudge was established in 1981 by entrepreneur John Honigschmidt and became a family-owned business when he married Laura LaSala. Upon John's death in 2017, Laura remained committed to maintaining the same standards of excellence that John did. Hearing that Laura was planning to retire in 2023, Fischer & Wieser reached out so they could help continue the legacy that she and John built.

"Both companies are family-owned and operated, and have known each other since our businesses started," LaSala noted. "I couldn't think of a more perfect outcome to keep our traditions alive and expand new offerings to our loyal customers throughout the country. Folding one family business into another just makes sense, especially when both were founded in Fredericksburg, TX."

Fischer & Wieser plans to transition operations immediately and offer fudge, chocolates, brittle, and more for sale at their two Fredericksburg retail locations. Select products will be available for wholesale specialty customers and on [jelly.com](http://jelly.com) in the near future.

"Fredericksburg Fudge is an iconic Texas brand that was started around the time Fischer & Wieser began selling to a wider audience beyond our own retail store," said Case Fischer, Co-Founder of Fischer & Wieser. "John Honigschmidt, Mark Wieser and I were proud to be at the forefront of the specialty food industry in Texas in the mid '80s. It's a privilege for Fischer & Wieser to be able to take John's brand, keep it alive and continue innovating."

For Fischer & Wieser, Fredericksburg Fudge is the perfect complement to what they do every day – sharing the flavor of the Texas Hill Country. For over 50 years, Fischer & Wieser has been dedicated to creating exciting, delicious, and innovative gourmet products with unique flavor combinations that have been grown on their farm and delivered to the family table.

"As a family business, we can appreciate the hard work and dedication that John and Laura have poured into providing their customers with a consistent and quality product," added

Fischer. “My co-founder, Mark Wieser, and I are confident their superior offering will be the perfect complement to the Fischer & Wieser family of brands.”

### **About Fischer & Wieser**

Fischer & Wieser is a family-owned specialty food manufacturer located in the heart of the Texas Hill Country in Fredericksburg, TX. 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 the store. Today, the graceful farm has expanded into a food and wine destination known as Fischer & Wieser’s Farmstead which includes a cooking school, tasting room, guest houses, distillery, and more. Fischer & Wieser Specialty Foods produces over 150 products that can be found throughout the United States and globally under the Fischer & Wieser, Mom’s, Stick and Tine, and Dr. Foo’s brands. Fischer & Wieser recently acquired the Fredericksburg Fudge brand based in Fredericksburg, TX. For more information, please visit [www.Jelly.com](http://www.Jelly.com) and their [Instagram](#) and [Facebook](#).