



**News Release  
FOR IMMEDIATE RELEASE**

For additional information, contact:  
Baensch Food Products Co.  
Kim Wall, President  
(414) 562-4643  
[kim@mabaensch.com](mailto:kim@mabaensch.com)

Vollrath Associates, Inc.  
Casey Schaak  
(414) 221-0210  
[cschaak@vollrathpr.com](mailto:cschaak@vollrathpr.com)

**Energize Football Fans with Delicious and Nutritious Herring Appetizers**

*Spice up any tailgate or party with a herring and green olive spread recipe from Ma Baensch*

**Milwaukee, Wisconsin, October 19, 2011...** In Wisconsin, fall is synonymous with football, friends and fun. Whether it's college, professional or your local high school football team, there is nothing better than sitting back and watching the game with friends and family. Of course, cheering for your favorite team takes energy – and that's where delicious, tasty snacks come in.

For many local families, it's a household tradition to polish off a jar of Ma Baensch herring and a box of crackers while watching a football game. Herring, rich in Omega-3 fatty acids, is a much healthier option than chips and dip. It's also packed with protein and calcium.

"Enjoying a tailgate or football party is even better with healthy foods," said Kim Wall, a seafood expert and president of Baensch Food Products. "That is why I like to liven up my appetizer menu with some unique, easy and healthy herring recipes. There are a lot of great recipes on my website, [www.mabaensch.com](http://www.mabaensch.com), that are perfect for any occasion. My personal favorite for the fall is Ma's Herring and Green Olive Spread."

To enjoy a nutritious and great-tasting herring appetizer, consider trying the following recipe from Kim Wall's kitchen:

Ma's Herring and Green Olive Spread

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Ingredients:

- 1 – 12 oz. jar Ma Baensch Marinated Herring in Wine Sauce (approximately 24 pieces)
- 1 – 8 oz. cream cheese, softened
- 1 – 10 oz. jar green queen olives (approximately 28 olives)

Variations:

- Herring and green olive (Basic)
- Herring, green olive and pimiento
- Herring, green olive and onion
- Herring, green olive, onion and pimiento

Drain herring well in a colander and discard wine sauce. Sort through herring pieces and remove onion slices, setting aside for use in variation that contains onion. Continue to drain herring. Drain olives well in a colander, discard liquid. Using a toothpick, carefully remove pimiento from each olive, setting aside for use in variation that contains pimiento. Continue to drain olives.

Basic Variation\*: With a sharp chef's knife finely mince herring pieces and green olives. With a fork cream/mix herring, cream cheese and olives until all ingredients are blended. Place in sealed container or form into a ball and wrap in plastic wrap. Chill to allow flavors to combine.

For additional variations finely mince pimento and/or onion. Add additional minced ingredients when you reach the cream step.

If you choose to make all four varieties, divide all ingredients by four before you begin, i.e. 2 oz. cream cheese, 6 pieces herring, 7 olives, 7 slices of pimiento and 1 T marinated onion. Then make the four individual spreads. This makes a colorful presentation if you shape the creamed mixture into balls and serve on a platter with small pieces of pumpernickel, rye bread or crackers of your choice.

\*May also blend ingredients in a food processor until smooth and spreadable. This will create a smoother spread, without the small chunks of herring, olive, pimiento and onions.

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**About Ma Baensch**

Baensch Foods Products Co., a division of Wild Foods, Inc., packs premium Atlantic herring from Nova Scotia under the Ma Baensch brand. Founded in 1932 by the Baensch family, the company was purchased by Kim Wall in 1999. Today, the company continues to use the original family recipes for its herring fillets marinated in wine sauce or sour cream and chive sauce. Headquartered in Milwaukee, Wisconsin, Baensch Food is a member of the National Fisheries Institute and is kosher certified through the Chicago Rabbinical Council. For more information, visit [www.mabaensch.com](http://www.mabaensch.com).

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