



**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.  
Miranda Schield  
(414) 221-0210  
[mschield@vollrathpr.com](mailto:mschield@vollrathpr.com)

## **The Kiss of Health**

*Ma Baensch introduces new product label and tagline*

**Milwaukee, Wisconsin, February 9, 2009...** With Valentine's Day just around the corner, grocery stores are full of displays for candies, chocolates and other romantic goodies. In the spirit of the season, one local Milwaukee company, Baensch Food Products, which makes the popular Ma Baensch brand of herring, wants you to trade-in chocolate kisses for a kiss of health this Valentine's Day.

To highlight the many nutritional benefits of herring, Baensch Food Products has introduced a new product label for its 12 and 24 ounce glass jars of Ma Baensch herring. Both the wine sauce and sour cream and chive varieties will feature the updated label, which includes the company's new tagline, "Ma Baensch – Kiss of Health Since 1932" and a kissing-lips graphic.

"While herring is a very traditional food for Wisconsin families, it also offers countless health benefits that herring lovers may not even know about," said Kim Wall, president of Baensch Food Products. "Ma Baensch is naturally low fat, rich in calcium and is an excellent source of Omega 3s, which medical research has shown to be vital in the battle against heart disease. To better educate consumers about these benefits, highlight the company's long history and give Ma Baensch packaging a fresh look without compromising our brand standards, we added the new tagline and lips to the label. In fact, the lips on our new label are my own!"

Ma Baensch herring can be found in the seafood section of your local grocery store.

-more-

**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).

# # #