



News Release

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Herring: A Tradition of Good Luck and a Heartwarming Holiday Treat

Ma Baensch herring recipes are the perfect addition to the season's festivities!

Milwaukee, Wisconsin, November 18, 2011...The holiday season is a great time to enjoy family, food and traditions. Ma Baensch makes it easy for party planners with delicious ready-to-eat herring and creative recipes that are the perfect addition to any holiday gathering!

Herring is healthy, tasty and even lucky! It's believed that eating herring on Christmas Eve or at the stroke of midnight on New Year's will bring good luck in the coming year.

"The holidays are a time of joy and comfort. They are an occasion to take a break from busy schedules, enjoy the company of loved ones and celebrate the season," says Kim Wall, president of Baensch Food Products. "For many local families, the holiday season isn't complete without herring. A great holiday herring recipe to enjoy this season is Ma's Herring Stuffed Green Olives. They are easy to make and taste delicious alone or with one of my creative cocktails."

Herring is also rich in Omega-3 fatty acids, protein and calcium, making it not only great tasting, but healthy too. This holiday season, include Ma Baensch herring on your menu and enjoy a tasty, timeless tradition from Ma's family to yours.

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Toast the holidays and bring good luck for the New Year with one of Ma's favorite herring recipes, or find more recipes at www.MaBaensch.com.

Ma's Herring Stuffed Green Olives

Ingredients

1 – 12 oz. jar Ma Baensch Marinated Herring in Wine Sauce (approximately 24 pieces)

1 – 10 oz. jar green queen olives (approximately 28 olives)

Drain the desired amount of olives well in a colander, discard liquid. Using a toothpick, carefully remove pimiento from each olive. If you wish, reserve pimiento for another use, otherwise discard. Continue to drain olives.

You will need one piece of herring for every four olives. Drain desired amount of herring well in a colander, discard wine sauce. Sort through herring pieces, removing and discarding onion slices. Continue to drain herring.

With a sharp knife carefully slice each herring piece vertically into four equal slices. Stuff herring slice into olive with the narrow end going in first. You may have a bit of herring protruding from the top of the olive. Store refrigerated in an air tight container or glass jar.

Serve alone as a hors d'oeuvre or serve in one of the Ma Baensch Holiday Herring Cocktails; Baensch Press, Ma's Martini or Ma's Bloody Mary.

Ma's Martini

1 ½ oz of your favorite gin

Splash of wine sauce from Ma Baensch Herring

1 piece of Ma Baensch Herring Marinated in Wine Sauce

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Chill cocktail glass to the point of frost. Fill martini shaker with cracked (not crushed) ice. Pour in gin. Garnish with a piece of Ma Baensch herring. A lucky cocktail for your holiday guests.

Ma Baensch Bloody Mary

2 parts vodka
4 parts clamato juice
1 heaping t horseradish
½ t Worcestershire sauce
½ t + hot sauce
1 t fresh lime juice
1 t wine sauce from Ma Baensch Herring
¼ t celery salt
Dash fresh ground black pepper
1 wedge fresh lime
2 green olives
1 piece of Ma Baensch Herring Marinated in Wine Sauce
1 toothpick

Mix all ingredients and pour into a glass filled with ice. You may wish to rub lime juice on the outer edge of a tall glass and then roll the rim in celery salt. Garnish with a wedge of fresh lime and a toothpick with a piece of Ma Baensch herring sandwiched between two green olives. Perfect for a New Year's Day brunch. Enjoy!

About Ma Baensch

Baensch Food 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 continues to use the original family recipes for its herring fillets marinated in

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Page 4

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.

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