



**News Release
FOR IMMEDIATE RELEASE**

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Herring – A Naturally Gluten-Free Food

Milwaukee, Wisconsin, June 17, 2009...Over the past several years, the gluten-free diet has grown in popularity, prompting thousands of Americans to eliminate some of our country’s favorite comfort foods, like pasta, pizza and even bread. While a gluten-free diet is not recommended for everyone, many people, particularly those diagnosed with celiac disease or gluten sensitivity, feel better when they eliminate eating foods containing wheat, rye or barley, which are high in gluten.

“Finding the right balance of natural and processed gluten-free foods is very important. Herring is one food that has been praised for its winning combination of being both naturally gluten-free and rich in calcium, protein and Omega 3 fatty acids,” said Kim Wall, seafood expert and president of Baensch Food Products, the Milwaukee-based company that produces the popular Ma Baensch herring brand. “For individuals on a restricted diet, herring and other seafoods are a great source of nutrients essential to a balanced diet.”

As more and more people adopt a gluten-free diet, an influx of gluten-free foods have made their way to local grocery shelves and health food stores. In addition to the gluten-free pastas and breads that are now available, medical professionals urge individuals following a gluten-free diet to focus on foods that are naturally gluten-free, including most vegetables, nuts, fruits, poultry and seafood. Why? Because processed gluten-free foods tend to be high in sugar or fat content to improve taste, and also have higher price points in the grocery store as a specialty food.

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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.

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