

Milwaukee Rotary Club

Posted on Sunday, Jan 6, 2019

Milwaukee County War Memorial Center,
750 N. Lincoln Memorial Drive,
Milwaukee.

It's not your grandma's pickled herring company. Baensch Food Products, makers of Ma Baensch Marinated Herring, an iconic Wisconsin product, has a storied past and bright future with owner Kim Wall manning the helm. Since purchasing the company in 1999, Wall has preserved the "Legend" of Ma Baensch, while evolving the product's branding and marketing to attract millennials. Responding to consumer demand, she has maintained the original formula while creating a 100% clean product. She also only buys herring from sustainable fisheries and has a progressive hiring practice which includes ex-offenders. Join Wall as she shares Ma Baensch's recipe for success.

Rotary meetings are open to members, invited guests and media.