

## **NEW YORK'S ORIGINAL SNAP DOG EXPANDS TO THE TREASURE COAST**

### ***“The Hot Dog With Its Name On It”™***

New York, NY, August 16, 2017 - [Snap Dog®](#) –the hot dog born on the streets of New York City, will debut its first location in Ft. Pierce, FL. [Dune Buggy Dogs](#) is the first hot dog cart in The Treasure Coast of Florida to be serving delicious Snap Dogs and will be launched at a Grand Opening on September 1st, 2017 at Rooty's Farm Market 2421 N. HWY US 1 in Ft. Pierce, FL. After the opening, Dune Buggy Dogs will be operating at Rooty's Farm Market, Thursdays - Sundays during the hours of 11am and 3pm and at other local events around the Treasure Coast.

Known as, "The Hot Dog With Its Name on It!"™ the Snap Dog logo and the word “beef” actually appear on the surface of every Snap Dog. This unique, all natural way of branding lets consumers know exactly what kind of hot dog they're being served in the public. Snap Dogs are hot dogs made from 100% premium beef and cooked the old-fashioned way, in a real smokehouse.

Jim Gilman, a former Chicago suburbs police officer who moved to Florida 14 years ago, and who is the owner of Dune Buggy Dogs says, “I can't wait to introduce Snap Dogs to the area, and people originally from New York, New Jersey and Chicago who are now living in Florida can now have a little taste of home.”

Dune Buggy Dogs is named after Gilman's 1972 electric blue Volkswagen Dune Buggy. Gilman will be featuring NYC Street Cart and Chicago Style Snap Dogs, specialty made to order Charred Spiral Dogs, Charred Alligator Dogs (not real alligator), Spicy Sausage with Kraut and Grilled Italian Sausage with Peppers and Onions.

Founder/CEO of Snap Dog Inc., Keith Dorman says, “We're on a mission to elevate the hot dog experience. Everyone in the Treasure Coast can now enjoy the authentic taste of a real New York City hot dog, and know they're getting 100% beef.”

Dorman worked as a hot dog cart vendor on 55<sup>th</sup> and Broadway in New York City, which is where he realized the public has no way of telling what kind of hot dog they're really getting. Is it made from chicken, beef or pork? “It's like this big mystery,” he says.

This inspired Dorman to solve the hot dog identity crisis by utilizing innovative hot dog casing technology that enables the graphics to naturally appear on the surface of the hot dog without using any dyes and/or colorings on the hot dog. That way, consumers can have peace of mind, every time.

The Snap Dogs will be served at Dune Buggy Dogs with various condiments including the Snap Dog® Pushcart-style Onion Sauce.

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