

## SNAP DOG COMES TO NASHVILLE

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

New York, NY, June 30, 2017 - [Snap Dog®](#), the hot dog born on the streets of New York City has partnered with VETS 4 VETS, a team of Veterans helping less fortunate Vets through their vending business and which operates five hot carts in Nashville and one in Reno. The business whose motto is “We Are Veterans 4 Veterans,” will debut Snap Dog at their [Dusty Trail Dawgs](#) cart at the July 4<sup>th</sup> Fireworks Spectacular in Nashville.

Leading up to the July 4<sup>th</sup> Weekend festivities, on Friday, June 30<sup>th</sup> and Saturday, July 1<sup>st</sup>, Dusty Trail Dawgs will be located in front of Frugal Macdoogals Wine & Liquor, 701 Division Street, Nashville and will celebrate with a free Snap Dog giveaway from 12 PM to 2 PM with a purchase from Macdoogals. Jerry Bottom, the manager of Macdoogals, an army veteran, is excited to show Frugal Macdoogals’ commitment supporting America’s Veterans.

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.

According to Mark Miller and Brad Greenfield of VETS 4 VETS, “We are excited to bring the Snap Dog brand to our carts. All of our carts are run by Vets and proudly fly our American flag. Look for the 9 foot American flag umbrella.”

VFW Post #1291 will be the main recipient of charity contributions from Dusty Trail Dawgs. The organization has programs already set up to help needy Vets.

Founder/CEO Keith Dorman says, “We are happy to support VETS 4 VETS and help less fortunate Vets succeed in business.” He explained, “We’re on a mission to elevate the hot dog experience. Everyone 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.

Follow Snap Dog on Twitter, Instagram and Facebook at [@SnapDogNYC](#) and Dusty Trail Dawgs at [@DustyTrailDawgs](#).