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NEW YORK'S ORIGINAL SNAP DOG TO DEBUT AT BIKETOBERFEST® OCT 19-22

“The Hot Dog With Its Name On It”™

New York, NY, September 22, 2017- [Snap Dog®](#), the hot dog born on the streets of New York City, will debut in Daytona Beach at [Biketoberfest®](#), October 19th-22nd. This year marks the 25th anniversary of Biketoberfest®, the motorcycle rally that will draw 125,000 visitors to Daytona Beach. Bikers, motorcycle enthusiasts and curious travel seekers will enjoy live music and will watch the pros compete in Daytona International Speedway's motorcycle races. [The No Name Saloon](#) in Edgewater, FL is sponsoring the event.

[JAMBA DOGS](#) is the first hot dog vending and catering service in the Edgewater/Daytona Beach area to be serving the New York City Snap Dogs and will introduce the hot dogs at Biketoberfest®. They will be located at the [The No Name Saloon](#) at 2001 S Ridgewood Ave, Edgewater, FL 32141 in Edgewater, FL during the event.

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.

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

James Jones, owner of JAMBA Dogs explains, "We can't wait to introduce Snap Dogs at Biketoberfest®. Floridians as well as people from all over the world who are coming to Biketoberfest® will get to experience a truly innovative product."

Jones retired from the Environmental Services business where he did sales and project management. When he retired, he discovered he was bored. With the help of his wife, Lisa, JAMBA Dogs was born. JAMBA is named after their five (5) children; Joey, Ashley, Morgan, Baylie and Ava.

JAMBA Dogs features all beef Snap Dogs and their very own JAMBA sauce, which is a unique blend between a "Detroit" style and "Flint" style Coney. There has been an age old "Hatfield vs. McCoy" battle in Michigan between which is best, The "Detroit" style or "Flint" style Coney Dog. JAMBA Dogs has come up with the compromise. Their signature Coney sauce is a perfect blend between the wet, Detroit

style and the meaty, Flint style Coney sauce. It's a meaty, chili based Coney sauce that has been infused with the traditional Greek flavors of a Flint style Coney.

JAMBA Dogs learned about Snap Dog through a Facebook Group called, "HotDogs, <https://www.facebook.com/Benshotdogcarts/>" which is run by vendor guru Ben Wilson. Wilson, who builds concession carts and trailers, has dedicated his time to helping vendor's achieve success in the concession industry. He currently has more than 30,000 followers on his site.

Follow Snap Dog on Twitter, Instagram and Facebook at [@SnapDogNYC](#). Follow JAMBA Dogs on Facebook and Twitter at [@JAMBAdogs](#), and Ben Wilson at <https://www.facebook.com/Benshotdogcarts/>

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