

Contact: Valerie Silverman Kerr valerie@vsk-publicrelations.com (914) 806-6647

NEW YORK'S ORIGINAL SNAP DOG EXPANDS TO OLD BRIDGE, NJ

GRAND OPENING SATURDAY, JULY 22nd

New York, NY, July 12, 2017 - [Snap Dog®](#) –the hot dog born on the streets of New York City, will debut its first location in Old Bridge, New Jersey with a Grand Opening on Saturday, July 22nd from 10 AM-3PM on Route 516 West at Rebels Football Field, Old Bridge. Following the opening, Nikki's Dawgs will be operating Mondays-Saturdays at that location.

Nikki's Dawgs will be serving Snap Dogs in three varieties: natural casing, spicy sausage and skinless, otherwise known as "The Hot Dog With Its Name on It!"™ where 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.

Nicole Ruiz and Craig Cordero of Nikki's Dawgs explain, "Old Bridge has high standards for hot dogs. We can't wait to introduce the town to authentic Snap Dogs."

Cordero, who works as a straddle crane operator in Port Elizabeth in addition to being co-owner of Nikki's Dawgs, has an extensive food background. He formerly owned the Celebrity Deli in Union, NJ and La Famiglia Pizzeria in Long Branch, NJ. Ruiz previously worked at Lioni Latticini Inc. in Union, NJ. Both Cordero and Ruiz grew up in Union, NJ.

Founder/CEO Keith Dorman says, "We're on a mission to elevate the hot dog experience. Everyone in Old Bridge 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 55th 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 skinless, natural casing and spicy sausage Snap Dogs will be served at Nikki's Dawg with various condiments and the Snap Dog® Pushcart-style Onion Sauce. Nikki's Dawgs will also be selling pretzels and popcorn.

Follow Snap Dog on Twitter, Instagram and Facebook at [@SnapDogNYC](#). Follow Nikki's Dawgs on Facebook at [@nikkisdawgsandmore](#) and on Instagram at [@nikkisdawgsnj](#).