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NEW YORK'S ORIGINAL SNAP DOG EXPANDS TO INDIANAPOLIS

"The Hot Dog With Its Name On It"™

New York, NY – September 15, 2017- Snap Dog®, the hot dog born on the streets of New York City, will debut its first Indiana location in Indianapolis. Foot Longs Fun Foods is the first hot dog cart in Indiana to be serving delicious Snap Dogs and will be available for catering, parties and special events.

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.

Dyland Longs Sr., owner of Foot Longs Fun Foods says, "Snap Dogs are an exciting alternative to Chicago Dogs and Coney Dogs. This is something completely new."

Founder/CEO Keith Dorman says, "We're on a mission to elevate the hot dog experience. Everyone in Indianapolis 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 Snap Dogs will be served with various condiments such as the Snap Dog® Pushcart-style Onion Sauce.

Follow Snap Dog on Twitter, Instagram and Facebook at @SnapDogNYC. Follow Foot Longs Fun Foods on Facebook at @FootLongsFunFoods and Twitter at @FootLongsFoods.

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