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NEW YORK'S ORIGINAL SNAP DOG EXPANDS TO PORTLAND, MAINE

New York, NY, August 2, 2017 - [Snap Dog®](#), the hot dog born on the streets of New York City, will debut its first location in Portland, Maine with the launch of Mainely Hotdogs.

Mainely Hotdogs will be located in Old Port at the corner of Commercial and Silver Streets. It will be operating Wednesdays through Sundays 6pm-10pm and on weekends, 1pm-10pm.

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.

Derke Gibbs, the owner of Mainely Hotdogs explains, "Portland has high standards for hot dogs. We can't wait to introduce the town to authentic Snap Dogs."

Snap Dog Founder and CEO Keith Dorman says, "We're on a mission to elevate the hot dog experience. Everyone in Portland 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.

Snap Dogs will be served at Mainely Hotdogs with various condiments and the Snap Dog® Pushcart-style Onion Sauce.

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