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Youth Football Coach Who Coached Two NFL Super Bowl Players Opens NYC's Original Snap Dog® Cart in Central New Jersey

"The Hot Dog With Its Name On It"

New York, NY (March 24, 2017) - [Snap Dog®](#) –the hot dog born on the streets of NYC, will debut its first location in Hillsborough in Central New Jersey.

Peter Passe, a recently retired Hillsborough Middle School Teacher, who has coached youth football in Hillsborough for 43 years and co-founded both the [Hillsborough JR Raiders](#) and the [Junior Skyland Football Conference](#), will be opening "Dawgfather Hot Dogs" with a launch event, Saturday, April 8th.

Passe coached and mentored former NFL players Ricky Proehl of the Carolina Panthers and Shawn Mayer of the New England Patriots, both of whom played in the Super Bowl.

Dawgfather Hot Dogs will be located on Saturdays at the recreational fields at The Municipal Complex, 379 South Branch Road in Hillsborough from 9 AM – Noon and will be available for corporate events and birthday parties. Coach Passe will be donating a portion of the proceeds of each Snap Dog® to "The Salute To Veterans Breakfast" which will take place on May 27th just prior to the Hillsborough Memorial Day Parade. Snap Dog Inc. will match Coach Passe's donation.

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.

Coach Passe says, "I am excited to be bringing NYC's Snap Dog® to the area. If there was a Super Bowl of Hot Dogs, Snap Dog would win."

Founder and CEO of Snap Dog, Keith Dorman says, "We're excited to have Coach Passe as our newest Snap Dog® vendor. Now people from Central New Jersey can enjoy the authentic taste of a real New York City hot dog, but know they are getting 100% premium beef. We're on a mission to elevate the hot dog experience. "

Dorman, who was born in Long Branch and raised in Elberon before moving to Long Island, 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. Are they 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 at Dawgfather Hot Dogs with various condiments, including the Snap Dog® Pushcart-style Onion Sauce.

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