

## **Snap Dog® Debuts Hand Sanitizer Stations at NYC Hot Dog Carts**

*A Mission to clean up the NYC “dirty-water dog”*



New York, NY, August 18, 2016 - [Snap Dog, Inc.](#) is launching a program to install hand sanitizer stations at all Snap Dog hot dog carts in the New York City area.

Snap Dog -- the only hot dog in America with its name on it – has 30 carts in Manhattan, the Bronx and Brooklyn, and is on track to have 40 carts by the end of the summer. Founder & CEO Keith Dorman discovered a unique, all-natural way to “brand” each hot dog and sausage with the Snap Dog logo and the word “BEEF.” No matter on which street corner they find a vendor, customers know, every time, they’re getting delicious, 100% premium beef. If they don’t see a Snap Dog logo on their hot dog – who knows what they are really eating!

Dorman is introducing the hand sanitizer stations on a cart-to-cart basis starting at the Snap Dog Cart located at 46th & Seventh Avenue.

“I am on a mission to elevate the NYC hot dog experience,” says Dorman. “The hand sanitizer is not only for customers but also for the hot dog vendors. I want New Yorkers and tourists to feel better and safer about eating NYC “dirty-water dogs.”

### **ABOUT SNAP DOG**

Snap Dog was launched in 2014 after Long Island restaurateur Keith Dorman worked as a hot dog cart vendor on 55th and Broadway to understand first-hand the experience of a city street food vendor. He realized that most cart vendors don’t sell quality; they sell what’s cheap. He was shocked to learn that they even serve hot dogs made from mechanically separated chicken. He also noticed many vendors don’t sell the brand they advertise. This inspired him to reinvent the New York City hot dog cart experience.

### **FOOD HERITAGE**

New York food specialties are in Keith Dorman’s blood. His great-grandfather, Nathan Dorman started Dorman’s Cheese, delivering milk, eggs and cheese by horse and buggy from Hudson Street in 1896. His grandfather, Victor, forever altered the packaging of cheese, by being the first to put a slice of “Paper Between the Slices.” For Keith, Snap Dog will be a success when New Yorkers -- locals and tourists alike -- realize they can choose to eat better street food. Snap Dog wants people to know that they’re getting the best hot dog, every time.

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