

2008 Hot Dog Planning Guide



National Hot Dog Month
JULY 2008

Sponsored by:

**NATIONAL hot dog
& sausage COUNCIL**

JULY



July is National Hot Dog Month and we hope that you'll join in the celebration of one of America's favorite foods. Because the hot dog is such a universal part of Americana, Hot Dog Month is celebrated in the same month that America celebrates her independence.

Enclosed in this planning guide you'll find information about the history of the hot dog, how to celebrate National Hot Dog Month (July) or National Hot Dog Day (July 18) in your town and how to generate interest in hot dogs among the

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A Word About the Hot Dog's History

People often ask – why are hot dogs such an enduring symbol of American culture? Hot dogs are uniquely American for several reasons. America has long been called the “melting pot.” It is a nation where immigrants from around the world brought their cultures and blended them with others to create a uniquely American culture.

The culture that grew out of this unique blend is a culture known for its fierce independence. Hot dogs are a case in point. Sausage makers from Vienna, Austria (where the term “wiener” originates) and Frankfurt, Germany (where the name “frankfurter” was created) are credited with bringing their unique concoctions to the United States. But it was Americans who popularized the hot dog on a bun and it was local cities and regions that created their own personal “dogs” featuring unique toppings – like the Chicago Dog, the Kansas City Dog and the Corn Dog.

Hot dogs also are uniquely American because they are as creative and original as their makers. Ask people how they like their hot dogs, and they won't hesitate to tell you clearly and emphatically. It might be plain; it might be with mustard and onions; it might be a Chili Dog. Whatever the case, everyone has an opinion about the “best” hot dog.

And it is in this American spirit that the National Hot Dog and Sausage Council celebrates a true cultural icon. Whether you choose to call it a frank, a wiener, a furter, a dog or anything else – HOT DOGS taste great!

National Hot Dog Day – July 23

The Council has selected one special day during the month to pay tribute to the hot dog. July 18 is the date set for the Annual Hot Dog Lunch on Capitol Hill, one of the most popular social events in Washington, D.C. And what better place to highlight America's favorite food than on the grounds of our nation's Capitol.



During the lunch, which has been celebrated for decades in Washington, more than 1,000 lawmakers, Administration officials and Capitol Hill staff gather in a courtyard for one of the biggest hot dog picnics ever held. At the lunch, hot dog companies serve their franks from traditional hot dog carts. Many serve special recipes that reflect their home states and districts. Sometimes lawmakers request that hot dogs be prepared in unique ways, like baked inside an Idaho potato for the people of Idaho, topped with Guacamole for Texans or served on a sourdough bun for the folks in San Francisco — all evidence of the hot dog's versatility.

The Council hopes that retailers, foodservice operators and meat processors will “piggyback” on the excitement of the lunch and sponsor simultaneous events in their local areas.

National Hot Dog Month

July 2008

Following are some ideas for possible National Hot Dog Month and National Hot Dog Day events you can help sponsor.



Town Picnic – Invite the town or community to your facility for a complimentary hot dog picnic on National Hot Dog Day – or any day during National Hot Dog Month. If a free picnic is not feasible, charge minimal prices – like the cost of a hot dog and a soda when your restaurant, store or processing company was founded. Create a picnic-like atmosphere with clowns, games and music.



Hot Dog Eating Contests – Sponsor a hot dog eating contest at your facility or in conjunction with a local fair. Present a trophy to the winner. This type of contest could become an annual event with a champion and challengers competing to be the “big wiener.”



Hot Dog Cookoffs – Invite local customers or suppliers to get creative and sponsor a contest for the “best dressed” hot dog. Encourage the use of locally grown or produced condiments to make the hot dog cookoff a truly “home-grown” event.



Media Day – Invite the local media into your plant for a tour to showcase your manufacturing process and dispel the great “myths” about how hot dogs are made. Serve a special hot dog barbecue in conjunction with the tour.



Hot Dog Coloring Contests – Invite children to submit drawings of hot dogs or hot dog eating scenes. Or use the coloring sheet available from the Council as the basis for such a contest.



Slogan Contests – Invite your town to name a new mascot for your company or create a new slogan. Name the winner during a local press conference.



Jingle Contest — Invite residents to create a special hot dog jingle for your company to use in celebrating National Hot Dog Month. Invite a local radio morning show to serve as the panel of judges and ask contestants to call into the show.



“Top” Dog Contest – Invite residents to enjoy hot dogs with their pets by hosting a Best Dog Contest. Appoint judges from the local animal shelter and local government. Invite the local animal shelter to feature dogs (and other pets) seeking adoption during the event.



Special Deliveries to VIPs – Create “wiener gift baskets” and make special deliveries during National Hot Dog Month to the local mayor, chamber of commerce head, media and other officials. Local news stations may want to run stories on Hot Dog Month celebrations and/or contests.



Little League Tie-In — Bring baseball and hot dogs together by serving complimentary hot dogs at Little League games during July’s National Hot Dog Month. Distribute company giveaways, like hats, balloons and whistles.

Showcasing Hot Dogs at Retail

Retailers could consider the above events, as well as other special features on hot dogs like....



- ✓ Buy one pack of hot dogs and get a second package free or discounted

- ✓ Free buns with hot dog purchases during National Hot Dog Month

- ✓ Free hot dogs with all the trimmings to every customer who visits the service deli on National Hot Dog Day, July 23

- ✓ Cross merchandising hot dogs with condiments, paper plate, napkins and soda.

- ✓ Create a “Build a Perfect Hot Dog” display with hot dogs, buns and condiments. Include unique and regional toppings such as salsa in Texas or cheese products in Wisconsin.

- ✓ Create a “Hot Dog Picnic Central” display showcasing ingredients to create new and unique toppings for your hot dogs.

Restaurant and Food Service Celebrations

Restaurants, schools, corporate cafeterias, retirement homes and other institutional foodservice settings might consider some of the following ideas:



Use a different tray liner with trivia questions and fun facts about hot dogs for each week of National Hot Dog Month.



Free hot dog for anyone who scores a ten or above on the Council's trivia quiz during National Hot Dog Month.



Feature hot dogs at half price.



Host a recipe contest in which hot dogs are created and named for politicians, athletes or celebrities; serve the hot dog recipes during National Hot Dog Month. For example, the former bow-tie wearing senator from Illinois, Paul Simon, likes his hot dogs with bow tie pasta and tomato sauce on top! The senator from Idaho, Larry Craig, likes his hot dog baked inside of a cored-out Idaho potato in place of a bun.



Host a hot dog lunch or give free hot dogs to a local Little League sports team to celebrate a winning season.



Retirement homes and other similar facilities might invite local children to the facility for a Hot Dog Picnic and as a chance to "adopt-a-grandparent." A Hot Dog Picnic is also a great way to thank volunteers.

National Hot Dog Month Securing a Proclamation

Proclamations declaring July National Hot Dog Month — or declaring July 18 National Hot Dog Day — can be a nice way to generate some local publicity. To secure a proclamation from your local mayor, it is best to submit a sample along with a letter of request. Your request should be made at least a month in advance. Following is a sample proclamation that you may choose to use or modify:

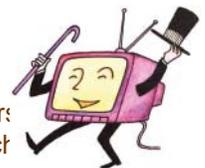
WHEREAS, hot dogs are one of America's favorite and most patriotic foods;

WHEREAS, U.S. meat and poultry processors process more than two billion pounds of hot dogs each

WHEREAS, U.S. hot dogs are among the safest and highest quality food products anywhere in the world;

WHEREAS, more than 325,000 workers are involved in the production of American hot dogs;

THEREFORE, do I (mayor's name) as mayor of (community's name) proclaim July National Hot Dog Month in this community and urge all residents to enjoy one of the symbols of our country and of American cuisine: the hot dog.



Don't Forget to Alert the Media



Whatever your event, don't forget to tell the press (and the National Hot Dog and Sausage Council) about it! The best way to do this is through media advisories and press releases. Media advisories are used to alert the press in advance. Press releases provide basic information about the event and are distributed on-site at the event or immediately following to detail the basic facts. Following are some samples:

For Immediate Release

Contact: John Smith

Media Advisory

What : Acme Meats will host a National Hot Dog Day Picnic

When: July 23, 4 p.m. to 8 p.m.

Where: Acme Meats, 500 Main Street, Mapletown, NC

Why: To Celebrate July's National Hot Dog Month!

Details: A picnic celebration will feature hot dogs and other traditional picnic items at 1940 prices — the year we were founded! Hot dogs are 10 cents, sodas and ice cream are a nickel.

For Immediate Release

Contact: John Smith

Acme Meats Awards Hot Dog Eating Trophy to Local Resident John Anderson Acme Meats Awards Hot Dog Eating Trophy to Local Resident John Anderson

Mapletown, NC, July 18, 2007 – Acme Meats announced that John Anderson, 28, of Mapletown was awarded the Silver Cup for outeating all other contestants during a hot dog eating contest sponsored by the company today.

The contest was held in honor of National Hot Dog Day. Anderson consumed 17 hot dogs in 9 minutes and 23 seconds – at which point he determined he could eat no more. The second runner up, Bob Brown, 32, also of Mapletown, ate 15 hot dogs in 9 minutes and 30 seconds.

Anderson received a silver cup and year's supply of Acme Hot Dogs. Brown was awarded the blue ribbon and ten pounds of Acme Hot Dogs.

Anderson will hold the title of Acme Meats Hot Dog Eating Champion until next July, when the company will invite new challengers to seek the title.

Acme Meats was established in 1940 and makes hot dogs, ham, bacon and sausage.