

National Hot Dog and Sausage Council Celebrates Sausage Month In October
Council Releases Two New Recipes Featuring Some of America's Favorite Links

Washington, DC, October 1, 2007 – Whether your preference is beerwurst or bratwurst, Polish or pork, smokies or salami, there is no better time to reacquaint yourself with your favorite sausage — or to familiarize yourself with a few new ones — than National Sausage Month, held every year in October.

The savory flavors of sausage whether served alone or as part of a dish are well suited to Autumn's cool temperatures.

“National Sausage Month is a celebration of everything Americans love about these links—from the folklore to the flavor,” says National Sausage and Hot Dog Council President Janet Riley. “Sausages have been enjoyed for more than 2,000 years—which is a testament to both their popularity and their staying power. As traditional as they are in many ways, they’ve become downright trendy in the last decade.”

According to Riley, the sausage industry is enjoying strong sales in the US as new flavors, convenient new products, and many great-tasting old standards have all enjoyed steady growth. Since 2000, dinner sausage sales have increased almost 15 percent.

In honor of National Sausage Month, The Sausage Council has released two new soup recipes that are sure to warm you up inside as the weather cools down outside. “Smoked Sausage and Potato Soup” is a flavorful twist on an old favorite, and the bold flavor of “Italian Sausage With Pasta Soup” is sure to have your friends and family declaring, ‘Mamma Mia!’

To download these innovative recipes, or to obtain more information on National Sausage Month and the National Hot Dog and Sausage Council visit www.hot-dog.org. The site also features many more great recipes, and all of the facts, figures and photos you need to spice up your very own Sausage Month celebration.

The National Hot Dog & Sausage Council is a project of the American Meat Institute Foundation. The Council offers recipes, photographs, cooking, handling and storage tips, fun-filled facts and trivia and other general information about hot dogs and sausages and hosts the ever-popular site www.hot-dog.org.