



**NATIONAL hot dog
& sausage COUNCIL**
www.hot-dog.org

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Americans To Consume 2.3 Billion Hot Dogs During July's National Hot Dog Month

New Trivia Quiz Separates the Top Dogs from Wiener Wannabees

Washington, D.C., June 27, 2007 – More than 2.3 billion hot dogs will be consumed during July's National Hot Dog Month, according to the National Hot Dog & Sausage Council.

This year marks the "Golden" Anniversary of National Hot Dog Month, which was first designated by the U.S. Chamber of Commerce in 1957. July 18 will be National Hot Dog Day.

"We hope Americans will join us in toasting this momentous Golden Anniversary by raising a mustard-topped dog in celebration," said Council President Janet M. Riley. Riley says she's proud that during the Council's 50 years, the hot dog has remained one of the top ten entrees consumed by Americans and is still the All-Star ball park food, despite intense competition from new entries on stadium menus.

As part of the Hot Dog Month, the Council has released a new trivia quiz so separate the 'Top Dogs' from the 'Wiener Wannabees'. Quiz takers will be grilled about which gender is more likely to have consumed a hot dog in the past week, which airport has the highest hot dog consumption and which starlet has declared hot dogs to be among her favorite foods.

The Council also cautions hot dog lovers everywhere to review their etiquette as they enter peak frank-eating season. Rules are detailed on the Council's web site [hot-dog.org](http://www.hot-dog.org) and include:

- Never put ketchup on a hot dog after the age of 18
- Hot dogs on buns should be consumed with hands and not utensils
- Condiments remaining on the fingers should be licked away and not washed, and
- Never serve hot dogs on fine china. It's not in keeping with the unpretentious nature of the hot dog.

To download the quiz and more fun hot dog facts, tips, recipes and information, visit the Council's Web site at <http://www.hot-dog.org>.

To book a radio interview, call 202/587-4243.

Established in 1994, the National Hot Dog and Sausage Council conducts scientific research to benefit hot dog and sausage manufacturers. The Council also serves as an information resource to consumers and media on issues related to quality, safety, nutrition and preparation of hot dogs and sausages. July 2007 marks the 50th anniversary of the Council's annual National Hot Dog Month. As part of the celebration, the Council also sponsors National Hot Dog Day, celebrated on July 18, 2007