



## NASSAU COUNTY HEALTH OFFICIALS JOIN FAMOUS NYC HOT DOG MAKER TO INTRODUCE NEW ALL NATURAL HOT DOG

FREE MORE HEALTHFUL HOT DOGS ON LONG ISLAND FOR NATIONAL HOT DOG DAY

Island Park, NY -- Nassau County Legislator Francis Becker Jr., vice chairman of the Legislature's Health Committee, will join Sabrett/ Marathon Enterprises Vice President Mark Rosen to introduce the iconic brand's new all natural hot dogs in a ceremony on National Hot Day, **Thursday July 23, 2015 11:30 am at Peter's Clam Bar, 600 Long Beach Road in Island Park.** The more nutrition conscious skinless hot dogs contain no added nitrates or nitrites, are gluten and preservative free and have a low sodium content. **Free Sabrett all natural hot dogs will be offered at the ceremony from 11:30 a.m. to 2:30 p.m.**

National Hot Dog Day celebrates the country's love affair with the cooked sausages wrapped in a soft bun which have become a culinary symbol of Americana with more than 30 billion consumed annually in the U.S., or an average of about 70 per person.\* Sabrett, founded in 1926, is responsible for more than 35 million pounds of that consumption with its hot dogs sold throughout New York City from the globally-recognized stainless steel push carts covered by distinctive blue and yellow umbrellas, as well as at such dog-centric emporiums as Gray's Papaya and at stadiums, movie theatres, and supermarkets nationwide.

Hot dogs began their star turn in American life on Coney Island in 1871 when German immigrant Charles Feltman began selling sausages in milk buns from a stand on what was known as America's Boardwalk. His business thrived, given people's hearty appetite for a tasty, inexpensive and easy-to-eat food in a resort environment. By the turn of the century, push carts selling frankfurters in buns were becoming a hallmark of New York City that they are today.

As part of the ceremony introducing the new more health conscious hot dog, Sabrett CEO Mark Rosen will present Peter's Clam Bar proprietor Butch Yamali with a new Sabrett push cart to replace the one which has been an element of Peter's DNA for 75 years.

\* *According to the National Hot Dog and Sausage Council*