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News



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THE UNITED STATES OF HOT DOGS

Ball Park[®], America's Hot Dog Authority, Celebrates National Hot Dog Month in July by Counting Down the Nation's Top Ten Most Interesting Hot Dog Recipes

DOWNERS GROVE, Ill (June 29, 2009) This July 4th, Americans across the country will ignite their grills, as millions celebrate Independence Day with a traditional barbeque. According to the National Hot Dog & Sausage Council, Americans will consume about 150 million hot dogs on July 4th alone.

To commemorate the holiday, Ball Park[®] Franks (www.ballparkfranks.com), is serving up a list of the nation's most mouthwatering hot dog recipes – showcasing the diverse variety of ways people across the nation prefer this American classic!

From franks stacked with potatoes and mustard to buns covered in mayonnaise, this year's list is full of some tasty hot dogs including:

- **New York City's Street Cart Dog** –Essentially the hot dog capital of the nation, New York City's infamous street cart dog is boiled and then served with a special onion sauce and deli-style yellow mustard or in some cases, sauerkraut
- **Chicago Dog** – Served in a poppy seed bun, this legendary hot dog is layered with yellow mustard, green relish, chopped raw onion, fresh tomato, a pickle spear and topped with a touch celery salt

- **DC's Monumental Dog** – Popular within the nation's capital, this hot dog is typically an all-beef frank topped with banana peppers, onions, diced red peppers, sliced pickles and served on a steamed potato hotdog bun that has been spread with mayonnaise
- **Georgia's Scrambled Dog** – Served on a toasted white bun, this southern classic is usually topped with mustard and a spicy chili made with beans and large chunks of diced raw onions
- **Willy Dog** – Popular in lower Alabama, these hot dogs are topped with ketchup, mustard, chili, sauerkraut, and pickles
- **Detroit's Coney Dog** – This Michigan favorite is made with a special beef hot dog with casing then topped with an all-meat, bean-less chili, diced yellow onion, yellow mustard and typically served on a steamed bun
- **Boston's Fenway Frank** – As one of the nation's most famous franks, this hot dog is boiled and grilled then served in a New England-style bun topped with mustard and relish
- **Carolina Hot Dogs** – Native to both North and South Carolina, these franks are served with chili, cole slaw, mustard and onions
- **Texas Chili Dog** – This spicy offering from Texas is generally an all-beef frank topped with spicy chili, cheese and jalapeno peppers for an extra kick
- **New Jersey's Potato Dog** – Local to the Garden State, this hot dog is topped with a mixture of diced and stewed potatoes that have been combined with spicy brown mustard

No matter how you cut it (or top it), there is no wrong way to eat this classic food. But one thing is certain, Americans love their hot dogs, and *Ball Park* Franks is happy to help them celebrate their Independence Day one hot dog at a time!

About *Ball Park*

The *Ball Park* brand was launched in 1957 in response to a request from the owner of the Detroit Tigers baseball team. The *Ball Park* Frank was such a success, it was expanded nationally. Today, *Ball Park* products can be found in supermarkets, convenience stores and a variety of baseball parks – including Detroit's Comerica Park. For more information, visit www.ballparkfranks.com.

About Sara Lee Corporation

Each and every day, Sara Lee (NYSE: SLE) delights millions of consumers and customers around the world. The company has one of the world's best-loved and leading portfolios with its innovative and trusted food, beverage, household and body care brands, including *Ambi Pur*, *Ball Park*, *Douwe Egberts*, *Hillshire Farm*, *Jimmy Dean*, *Kiwi*, *Sanex*, *Sara Lee* and *Senseo*. Collectively, these brands generate more than \$13 billion in annual net sales covering approximately 200 countries. The Sara Lee community consists of 44,000 employees worldwide. Please visit www.saralee.com for the latest news and in-depth information about Sara Lee and its brands.

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