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News



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HOT DOG ROAD TRIP CELEBRATES THE AMERICAN CLASSIC'S REGIONAL FLAVORS

Ball Park[®], America's Hot Dog Authority, Counts Down the Top Ten Hot Dog Consuming Cities Just in Time for Labor Day

DOWNERS GROVE, Ill (August 31, 2009) With Americans consuming an estimated 7 billion hot dogs in the summer season between Memorial Day and Labor Day (according to the National Hot Dog & Sausage Council), the upcoming holiday is viewed by many as the grand finale of the grilling season. To celebrate one of the biggest grilling holidays of the year, Ball Park[®] Franks (www.ballparkfranks.com) is spanning the nation and taking a look at the top ten hot dog consuming cities and the hot dog recipe that keeps them coming back for more.

From the east to the west, north to the south, Americans love to dress up their dogs! Whether you choose avocado and mojo sauce or opt for potato and onions, one thing is clear – this great nation is crazy about hot dogs and the toppings that give them their local flavor!

Based on data from Information Resources Inc., here's a look at the top ten hot dog consuming cities and the recipes that make them hometown favorites:

1. New York (NY) – Considered the hot dog capital of the nation by many Americans, 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

- 2. Los Angeles (CA)** – This west coast wiener is wrapped with Mexican style bacon and includes grilled onions, jalapeño or bell peppers and salsa
- 3. Baltimore (MD)/Washington, D.C.** – Popular within the nation’s capital, the Monumental Dog is typically an all-beef frank topped with banana peppers, onions, diced red peppers, sliced pickles and served on a steamed potato hot dog bun that has been spread with mayonnaise
- 4. Philadelphia (PA)** – One of the most unique recipes in the nation, the Philly Combo consists of an all-beef hot dog and a potato fish cake topped with mustard and onions
- 5. Chicago (IL)** – Widely known for its “Classic Chicago Dog,” this elaborate dog is served in a poppy seed bun with yellow mustard, green relish, chopped raw onion, fresh tomato, a pickle spear and topped with a touch of celery salt
- 6. San Antonio/Corpus Christi (TX)** – A popular hot dog in the Lone Star state, the Tex-Mex dog is topped with salsa, Monterrey Jack cheese and chopped jalapeños
- 7. Boston (MA)** – One of the nation’s most famous franks, the Fenway Frank is boiled and grilled, then served in a New England-style bun topped with mustard and relish
- 8. Harrisburg/Scranton (PA)** – Home to the Texas Weiner, which contrary to popular belief, has nothing to do with Texas. Although there have been debates in the past on whether this hot dog originated in New Jersey or Pennsylvania, one thing is certain – this misnomer of a dog is deep fried and served with Greek sauce consisting of a smooth, slow cooked meat sauce spiced with cayenne, cinnamon, allspice, cloves and cumin
- 9. Miami/Ft. Lauderdale (FL)** – Known for its spicy flavor and hot temperatures, this city’s “hot” dog is modeled after a Cuban recipe, which calls for lettuce, avocado, mojo sauce (a sauce combining garlic and olive oil) and pineapple
- 10. Charleston (SC)** – So popular it spans both North and South Carolina, the Carolina dog is served with chili, coleslaw, mustard and onions

No matter what city you’re celebrating Labor Day in this year (or what concoction you choose to top your hot dog), just remember, *Ball Park* is here to make sure that you have the delicious holiday you deserve – and there’s no topping that!

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*, *Senseo* and *Bimbo*. Collectively, these brands generate approximately \$13 billion in annual net sales covering nearly 200 countries. The Sara Lee community consists of 41,000 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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