

PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

**TAILGATE DOGS & SAUSAGES: THE TASTIEST WAY TO TAILGATE OPENS ITS INAUGURAL LOCATION IN NEW ROCHELLE, NY**

**New Rochelle, NY-** Tailgate Dogs & Sausages, Inc. (“TGDogs”) introduces the most mouthwatering and tastiest way to Tailgate, with its inaugural location opening at 766 North Avenue in New Rochelle, New York on May 5, 2018.

In celebration of its grand opening, the TGDogs concept, recognized for its one-of-a-kind gourmet hot dogs, sausages, and sides at a tremendous value – is inviting the New Rochelle and nearby community to swing by for free swag – shirts, hats, free food samples, loyalty cards and more. TGDogs is also donating a percentage of opening day sales to Iona College Sports Department and New Rochelle High School’s Athletic Programs.

“We are huge fans of the product, customer experience and the amazing brand culture that has been born at TGDogs. Bringing TGDogs to New Rochelle has been a dream of our founding team for quite some time, so I can’t wait to open our doors and start serving the amazing people of the New Rochelle community,” said Tod A. Nestor, one of the five co-founders and CEO of the brand. “While the high quality of our food will always be our top priority, we also offer a fun and exciting environment for family, friends and classmates at our store. We will have HD-TV streaming local sports in our store, along with customized social media feeds.”

Herb Ruetsch, COO of the brand and another founder of TGDogs has spent the last 6 months getting to know the folks in New Rochelle. Ruetsch says, “We feel right at home and we are passionate about serving one-of-a-kind amazing product to our customers at a tremendous value that is so mouth-watering you will no doubt want to return.”

Customers can dine at TGDogs Sunday through Wednesday between 10am - 11pm as well as Thursday through Saturday between 10am - 2am and enjoy one of the best Beef, Frank (Beef/Pork combo), Organic Beef, Chicken and Veggie hot dogs that they have ever tried!

TGDogs has built its hot dog and sausage offerings by selecting the most popular and best-tasting flavor profiles from around the world, while also offering customized choices for a New Rochelle favorite hot dog, sausage, side, beverage and dessert. Just a few of the hot dog menu offerings, created by John Rossi, TGDogs Chef Guru and another TGDogs founder, include fan favorites like the All-American Dog which consists of a frank hot dog (beef/pork combo) with your choice of sauerkraut, chopped onion, sweet relish, ketchup and yellow mustard on a

potato bun; Yankee Dog, featuring a Big Apple style beef dog topped with NYC onion sauce and yellow mustard on a potato bun; and Longhorn Dog, a Texas style beef dog with beef chili, cheese sauce, chopped onion, sliced jalapeño, crumbled tortilla chips and yellow mustard on a potato bun. In addition to these fan favorites, TGDogs also offers 8+ additional hot dog selections.

In addition to the 11+ hot dog choices, TGDogs also offers a full menu including: 7+ signature handcrafted sausages; incredible beef burgers, the world-famous non-beef Impossible Burger™; incredible sides you would find at the best tailgate just a few of which include our award-winning famous homemade TGChips, various flavors of mac-n-cheese; premium shakes, desserts, and an extensive beverage menu. A small sampling of our sausage favorites includes The Ragin' Cajun, which features a grilled andouille sausage, caramelized onions, bread & butter pickles and creole spread on a po boy roll; and finally, The Classic Brat, which features a bratwurst with your choice of beer mustard, ketchup and sauerkraut on a pretzel roll.

The fast-casual concept, which will eventually have a footprint located near colleges and universities nation-wide, is designed to elevate the quality of the hot dog and sausage-eating experience. TGDogs will serve up delicious meals in a friendly, modern and super high-tech atmosphere. The brand has been designed to cater to and significantly appeal to Millennials and Generation-Z consumers, but still maintains a traditional feel of a tailgate celebration that the entire family can enjoy!

For more information, including a complete menu, visit [tgdogs.com](http://tgdogs.com).

### **About TGDogs**

Tailgate Dogs & Sausages is a labor of love for five successful entrepreneurs bonded by a passion for great food and tailgate celebrations. After perfecting recipes from around the U.S. and the world, TGDogs' founders have finally created a selection of irresistibly delicious and wholesome hot dogs, sausages and side dishes that will tempt all palates, at a value every wallet will like! At TGDogs, every day is game day. Be a fan and visit [www.tgdogs.com](http://www.tgdogs.com) and find us on Facebook, Twitter, YouTube, Vimeo, Snapchat, Pinterest or Instagram @tgdogs.



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