

## **Enjoy the Story**      **The Secret Marketers Roll Out the “Dog”**

I know you must be wondering how the “oh-so-common” hot dog captured the attention of so many American people and the heart of Chicago. First you need to understand Chicago’s hot dog is a perfect culinary blend of umami, salty, bitter, sweet, and sour. Yes, after the Fair, local sandwich shops, especially the ones around Maxwell Street in Chicago, found booming businesses and a demand for the new sandwich. Why was it so popular? Remember the Great Depression in the 30’s. Where else could you get a quick, cheap, and nutritious meal complete with a frankfurter and a hearty helping of toppings? It was a money-saving working-class meal for factory people or road crews. They were delicious and stretched the paycheck. Chicago was a city filled with many different ethnic immigrants, and there was something in that hot dog for all of them. Even the baseball games got in the act when the vendors walked around shouting “Red Hots – Get ‘em here.” The scents drifting through the stands with a craving passion for that juicy sandwich as you passed those dogs down to the person next to you. But the real secret marketers for its success were the “hot dog carts.” Traveling little pushcarts that were all over the city’s ethnic neighborhoods, selling those fast-food meals. It sure didn’t take long for those Chicago-styled hot dogs to appeal to the working class and their kids. Everyone had a favorite hot dog stand and eating one became a shareable tradition. It was fun to eat and one of the first fast foods. So, the next time that you are in Chicago, enjoy a real Chicago Hot Dog from the bottom up with all those toppings perfectly blended.

## **Now You Know the Rest of the Story**