

# About Us...

**We are an established catering company based in Essex. We created the dog EAT dog® brand and operate our own hot dog carts in shopping Centres and Football Stadiums.**

**We are now offering entrepreneurs, companies & organisations, the opportunity to share in this growing, all cash market. Our system is not a franchise - you keep all the money you make and there are no ongoing fees to pay. For a low, one-off investment (which can be financed if required) we will supply you with EVERYTHING you need to take advantage of this additional income stream.**

**A small investment buys you all the fully branded equipment, packaging, uniforms and signage, as well as the operation manuals & business software.**



**Chilli dog with mustard**



# Premium Quality



Small & large hot dogs - German quality Bockwurst

- **Highest quality smoked German Bockwurst sausage - ensures repeat sales**
- **85% meat - no cereals or fillers**
- **No artificial colours or flavours**
- **Pre-cooked and delivered in 100% sterile pouches that need no refrigeration**
- **High quality Kuhne brand mustard and ketchup also made in Germany**

# Branding & support

<b>HOT DOGS</b>  regular 1.59 large 2.59 <small>add onion 10p add chili 10p</small>	<b>CHILLI DOGS</b>  regular 1.99 large 3.19 <small>add onion 10p add chili 10p</small>	<b>COFFEE</b>  0.99	<b>COKE / DIET COKE</b>  1.10	<b>WINGS</b> REGULAR 4.99 CHILI DOG 5.99 CHINA CHICKEN 5.99 REGULAR 4.99 CHILI DOG 5.99 CHINA CHICKEN 5.99 REGULAR 4.99 CHILI DOG 5.99 CHINA CHICKEN 5.99 REGULAR 4.99 CHILI DOG 5.99 CHINA CHICKEN 5.99
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## DEALS



2 regular  
Hot Dogs

£3.00



2 large  
Hot Dogs

£5.00

Add chilli 10p Reg / 10p Lrg  
Heinz Ketchup, American Mustard  
& crispy onions are free!

PREMIUM QUALITY  
PURE PORK HOT DOGS





Business manual - everything you need to know

- Eye catching colourful branding and photography stimulate impulse sales
- Customised menus and posters to suite your trading environment and pricing policy
- Fully detailed manual that covers every aspect of running a hygienic, legal & profitable hot dog business - included health & safety risk assessments and HACCAP documentation to keep your local EHO happy
- 48 hour delivery when you re-order supplies including hot dogs, sauces & packaging



# Testimonials

***“Professional, reliable & flexible, dog EAT dog ® has increased my hot dog sales by 30% this season”***

Paul Ellison – Foodservice Manager

Charlton Athletic F.C.

***“dog EAT dog® has generated significant extra income from previously unused space at the Victoria Centre Nottingham”***

Richard Belt - Director

Capital Shopping Centres

***“A product that our customers can eat whilst browsing the shops, does not cannibalise my food court sales or take seating space.”***

Greg Lumley – Centre Manager

McArthur Glen - Ashford



# Good Profit

Few things are as profitable as selling dogEatdog® Hot Dogs.

If you sell a large hot dog for £2.95 you can make a 68% gross profit:



Great cash profits

90g Large Hot Dog	0.61
Large Bun	0.15
Ketchup/Mustard/Onion	.08
Box	.11
Total	.95
Profit	£2.00



# Why dog EAT dog?

- **No waste or 'shelf life' issues - hot dogs come in sterile packs that need no refrigeration - only open what you need**
- **Easy to follow standards ensure clean, consistent and hygienic offer**
- **No 'mystery meat' - our Bockwurst sausages are made from 85% prime meat**
- **Half the fat & calories of a sausage roll**
- **You choose the selling price to suit your location**
- **Impulse purchase, the exciting snack people come back for**
- **Does not cannibalise existing food or drink sales**
- **Eye catching packaging and menu photography**
- **Hot, tasty & familiar snack, that everyone loves - easily eaten 'on the hoof'**
- **Established company, fully insured, state of the art Hygiene systems**

