



**HOT DOG
UNIVERSITY®**

*Order yourself
an education...
with everything!*

What is **HOT DOG U?**

If you've ever dreamed of opening a hot dog cart or stand, whether to augment your income or to create a whole new business, we've got a frankly sensational program for you. Hot Dog University® is designed to give aspiring Hot Dog vendors the knowledge they need to get a business up and running. You'll gain a hands-on understanding of what it takes to run a foodservice business. Even though Hot Dog University is appropriate for prospective vendors of all frankfurter brands, graduates who choose to start their Hot Dog careers with Vienna® Beef products will enjoy substantial tuition reimbursement in the form of merchandise- and product-purchase rebates.



Hot Dog University is ideal for those wishing to:

- ✓ Start a fun, new career
- ✓ Work for themselves, without the restrictions of a franchise
- ✓ Generate additional income, seasonally or year-round
- ✓ Enjoy a flexible work schedule
- ✓ Enjoy a recession-resistant job
- ✓ Raise revenue at corporate events, charity functions and parties

What Will Learn...

Art of the Cart and Hot Dog Stand Program

Hot Dog University®'s program will teach you everything you need to know to create, operate, and maintain your own Hot Dog cart or hot dog stand. Small class sizes assure students of plenty of personal attention. Expert instruction by Bill Murphy further assures a thorough consideration of the finer points of Hot Dog success, with plenty of insider insights. There's no better way to get a hands-on education!

Classes Cover:

- Suggested equipment
- Location selection
- Start-up costs and pricing strategies
- Permits and licensing
- Food safety and handling
- Vienna Beef product information
- Branding, marketing, and public relations
- Sound business practices and accounting
- Video content

Meet the Professor

Bill Murphy, PHD
(Professor of Hot Dogs)



- Chicago, IL born and raised
- Murphy's Red Hots, 1987-2018
- Murphy's Red Hots goes to Japan, 1995
- Vienna Beef Customer Advisory Board Member, 2003
- Vienna Beef Hall of Fame Inaugural Class Inductee/Member, 2006
- Vienna Beef Grill Skills Video Series Featured Product, 2014
- Vienna Beef Hot Dog University Instructor since 2019



Vienna Beef
Product Knowledge

For more information and available dates for either class, visit HotDogU.com or email Info@HotDogU.com



Get Insider Tips



Learn About
Start-Up Costs And
Pricing Strategies

