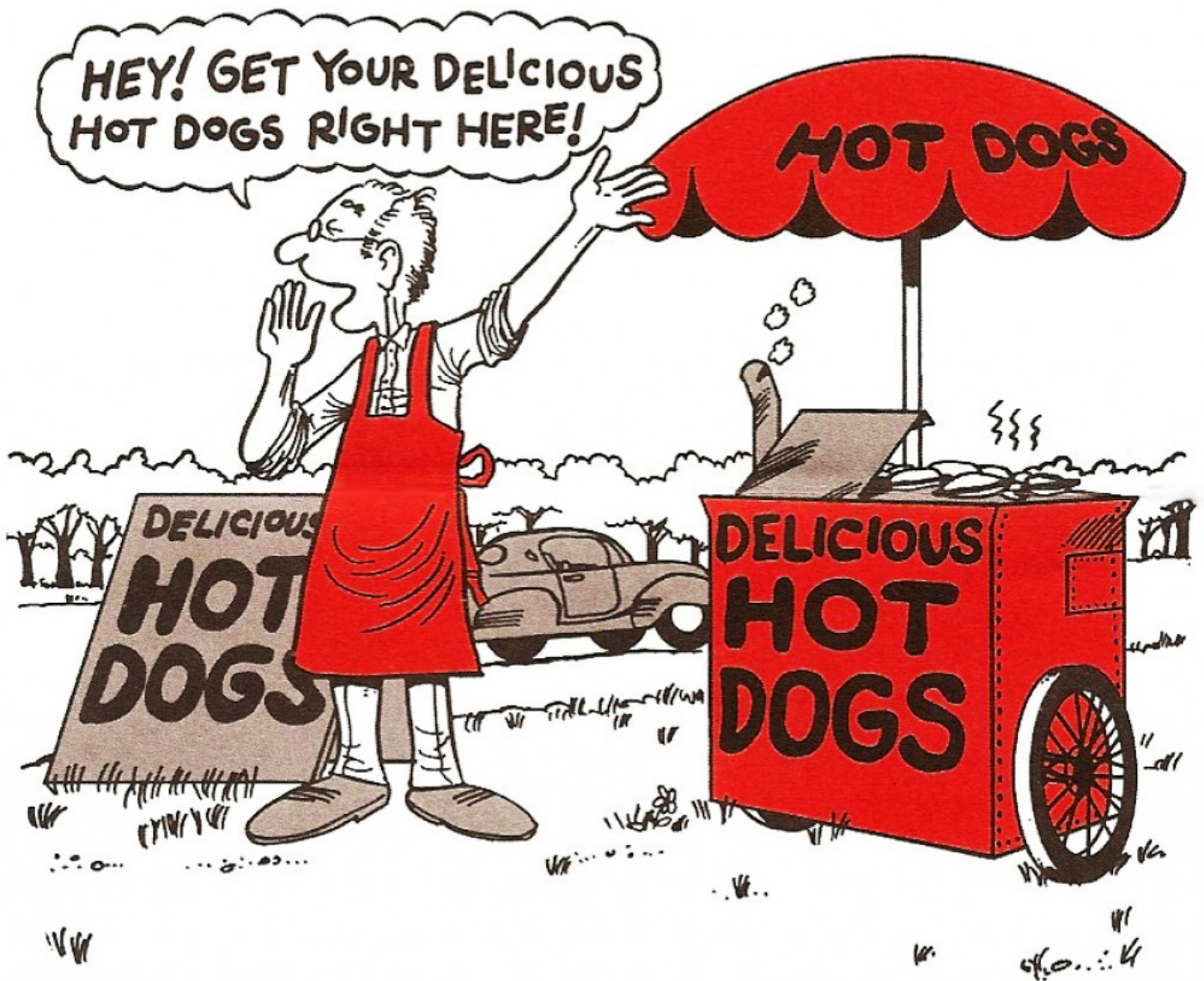


## ZaZa Dogz Launches The “BUZZ HOT DOG” - The World's First Caffeinated Frankfurter



**San Diego, California Apr 15, 2023** ([IssueWire.com](https://www.issuewire.com)) - ZaZa Dogz, the renowned hot dog cart famous for its authentic Tijuana Dogs, has launched the world's first caffeinated New York City Style Kosher hot dog - the "BUZZ HOT DOG". Founder John Gonzales announced the new addition to the menu, stating that they are always looking for ways to innovate and provide customers with new and exciting options.

The BUZZ hot dog is a 100% beef Kosher hot dog infused with caffeine, inspired by the taste of New York City street food. It's a nod to the origins of the hot dog, which was invented by Charles Feltman, a German immigrant, and baker in 1867, as a convenient snack for beachgoers on Coney Island.

"We're thrilled to introduce the BUZZ hot dog to our customers," said Gonzales. "It's a perfect addition to

our menu and is sure to be a hit with hot dog lovers everywhere."

## About John Gonzales

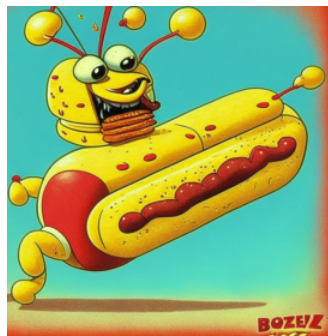
John Gonzales is Executive VP/CFO of Island Sweetwater Beverage Company, Inc., He previously held numerous leadership positions at BroTex International Inc., a food and beverage brokerage firm headed by Chuck Brockett. Gonzales has spent more than 30 years as a food and beverage broker and the management and commercialization of intellectual property. He has business management experience in all key sectors of food and beverage marketing, including private and public companies.

The BUZZ hot dog is priced at \$2, and the BUZZ chili dog is priced at \$3. ZaZa Dogz also offers a variety of toppings and sides to complement its hot dog offerings.

To celebrate the launch of the BUZZ hot dog, ZaZa Dogz has created a limited-edition "Midnight Express" bundle that includes a BUZZ hot dog, a bag of Herr's - Classic American Hot Dog Potato Chips and a Dirty Hot Dog Water from MeatWater High Efficiency Survival Beverage, all for just \$5.

Visit <https://buzzhotdog.webnode.com> for more information on ZaZa Dogz and the BUZZ hot dog.

<https://youtu.be/noNQWaSRt94>



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