

DR. DAWG

Switching Gears From \$30,000,000+ Yachts to \$3.00 Hot Dogs

Manitowoc, Wisconsin, December 14, 2009 – It's merely a matter of moving the decimal point seven zeros to the left that make the difference between the cost of a custom, luxury yacht and a fully dressed Chicago-style hot dog. The transition from selling multi-million dollar custom mega-yachts to selling Chicago-style hot dogs is a personal story that only David Ross can tell. Moving from the 55th floor of the "Bloomingdales" Building in downtown Chicago with his new wife Katie to Manitowoc, Wisconsin to reopen the world renowned Burger Boat Company demonstrates the generational career change pattern established by Ross.

In February 1993, Ross along with then partner Jim Ruffolo, reopened Burger Boat Company and in the ensuing years, the business became an international icon. Dealing with the "rich and famous" such as Charles Walgreen Sr., basketball star Scottie Pippen, a Kuwaiti Sheik and a Russian oil baron among many others had Ross traveling to exotic destinations, selling yachts that ranged between \$15 -35 million. However, in August 2007, after almost 15-years, Ross decided to divest his interests in Burger Boat Company and move on to other horizons.

Over the next two years, Ross partnered in a company that pioneered a hybrid consumer driven health plan. But eventually, he determined that his lifelong desire to serve authentic Chicago-style hot dogs was incurable. This passion was so great that in May 2009, he opened a hot dog cart business. "/

*think that initially a lot of people in our community, not to mention my friends and relatives had a difficult time understanding the dramatic career change, literally from **Burgers to dogs**,*" states Ross. Almost immediately, the 'dog wagon' developed a cult-like following with hundreds of "regulars" fondly referred to as the **Dawg Squad** and in just a few short months, a year-round DR. DAWG Restaurant was underway. The DR. DAWG Restaurant/Drive-Thru at the Harbor Town Shopping Center in Manitowoc, Wisconsin will celebrate its Grand Opening on December 19, 2009 and if the concept succeeds as planned, DR. DAWG will expand to other Wisconsin markets over the next several years.

The restaurant was built-out by Hamann Construction Company of Manitowoc and is outfitted with the latest, state-of-the-art industrial equipment and technologies, including the energy efficient lighting system from Orion Energy Systems. Orion's Apollo®-Light Pipe captures sunlight and directs it inside the building without using electricity. Using light sensors, the lighting system will turn electric lights on or off depending on a predetermined set point. Though it has been installed in many Fortune 500 companies, DR. DAWG represents one of the first restaurants ever to use this innovative energy saving technology. In addition, Ross specified that all of the latest, commercial grade cooking and refrigeration equipment for the restaurant be supplied by The Manitowoc Company's Food Service Division. Every piece of equipment throughout the DR. DAWG kitchen is outfitted with ENERGY STAR® qualified Commercial Food Service (CFS) equipment. This not only saves energy, but will also save significant amounts of water (90% with the steam tables alone) as well as measurable metric tons of greenhouse gas emissions that will be avoided.

The DR. DAWG Menu will feature a very unique variety of famed Chicago sandwiches and other tasty delicacies at affordable prices. Items such as Vienna® 100% pure beef hot dogs and Maxwell Street Polish sausages on steamed poppy-seeded buns from Alpha Baking (parent company of Natural Ovens in Manitowoc); Scala's® Italian beef and Italian sausage served on fresh-

baked Gonnella French bread; Field Roast® all-natural applewood sage and Mexican chipotle vegetarian sausages, Maple Leaf Farms® all-natural free-range duck sausage; gourmet Mexican tamales wrapped in corn-husks; Texas-style chili and fresh, hand-cut French fries will be the daily fare. During the Grand Opening on December 19th from 11:00 a.m. – 10:00 p.m. DR. DAWG will offer 2 for the price of 1 on Vienna Beef hot dogs and Polish sausage.

Ross states, *"We are so excited to be opening just in time for the holidays. DR. DAWG is a lifelong dream come true for me. This concept represents a true 'slice of Americana' and is one of my greatest pleasures... that of creating and serving delicious, authentic, legendary, gourmet treats at incredibly reasonable prices. We are so proud to introduce this really unique menu of culinary delights to our community."*