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## **DOG HAUS GETS COCKY WITH THE LAUNCH OF THE BAD MUTHA CLUCKA**

*Dog Haus Flies Into New Menu Territory with the Rollout of a Fried Chicken Sandwich*

**Pasadena, CA (June 27, 2017)** – [Dog Haus](#), the celebrated gourmet hot dog, sausage and burger concept, announced today its foray into a brand-new menu category with the launch of its newest offering: the *Bad Mutha Clucka*. The crispy, umami-rich fried chicken sandwich, worthy of keeping company with the perfected Haus dogs, sausages and burgers, will land at all Dog Haus locations on July 6<sup>th</sup>, coinciding with National Fried Chicken Day, enticing fried chicken lovers nationwide.

*Bad Mutha Clucka* features 100% All Natural Cage-Free Crispy Chicken Breast with NO Hormones and NO Antibiotics (EVER), on a bed of lettuce, pickles and haus made miso ranch, served on grilled King's Hawaiian rolls. *Bad Mutha Clucka* is the result of Dog Haus' creative culinary collaboration with highly regarded chef and winner of Bravo's *Top Chef* Season 2, Ilan Hall (*Ramen Hood, Esh, The Gorbals*). Hall, who previously worked alongside the Dog Haus culinary team to create *The Naughty Dog* to promote Seth Rogan's *Sausage Party* movie, was welcomed back to the expanding brand's Pasadena headquarters to collaborate on this exciting new menu item. After half a year of testing and taste trials, the resulting sandwich features chicken which is brined and dipped in a special batter that once fried, provides a subtle crunch with a gentle umami element from the miso and red chili flakes, which is balanced out by the sweetness of the King's Hawaiian rolls.

Dog Haus' launch of the *Bad Mutha Clucka* is a natural progression for the innovative brand that continues to define what it means to be a hot dog concept and has gained critical acclaim and national attention for its proprietary signature all beef dogs, hand crafted sausages and premium burgers. Dog Haus, which was recently included in [QSR Magazine's annual 40/40 list](#) for 2017, has helped lead the wave of Fast Casual 2.0, a segment of restaurants within the fast casual sector where the focus is on higher-quality ingredients, better service and a greater customer experience within a casual environment. With over 450 stores in the works across the country, Dog Haus is poised to become a household name and a leader in defining the future of dining out.

"For years we have tested the limits of what gourmet hot dogs, sausages and burgers can look like by pairing high quality sourcing with inventive menu ideas to change the perception of what it means to enjoy these childhood favorites," says Hagop Giragossian, Dog Haus partner. "We are excited to push the boundaries a little further as we launch the *Bad Mutha Clucka* and continue to change the landscape of what guests can expect from a hot dog concept."

Dog Haus was founded in Pasadena, CA in 2010 by three friends, André Vener, Hagop Giragossian and Quasim Riaz, who were inspired by the nostalgia of eating hot dogs as a child and wanted to elevate that experience to match an adult palate. Over the past years they have created a concept that provides unique twists on gourmet hot dogs, handcrafted sausages and premium burgers all while maintaining an unwavering commitment to sourcing the highest quality ingredients available. The very same passion and strong desire for innovation is exactly what led to the creation of the new fried chicken sandwich and the entry into a new menu part, an expansion no other fast-casual hot dog concept has undertaken.

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### **About Dog Haus**

Dog Haus is a craft-casual hot dog concept known for its best in breed gourmet takes on hot dogs, sausages and burgers; premium shakes and soft-serve ice cream; and a beer program that spotlights local brews. Founded by partners Hagop Giragossian, Quasim Riaz and André Vener, three friends who share a passion for good food, creativity, quality and commitment to community, the first Dog Haus opened in Pasadena, California in 2010. Dog Haus has garnered critical acclaim and national attention for its proprietary signature all beef dogs and hand crafted sausages, as well as their humanely raised, genetically tested, 100% Black Angus beef using no hormones and no antibiotics – never ever. All dogs, sausages and burgers are served on grilled King’s Hawaiian rolls. Open daily, guests can choose from signature, one-of-kind Haus creations or customize their own from a wide array of unique toppings. Dog Haus currently has 23 locations open in five states with confirmed expansion of more than 450 franchise locations in Alabama, Arizona, California, Colorado, Florida, Illinois, Kentucky, Louisiana, Maryland, Michigan Nevada, New York, Ohio, Pennsylvania, Texas, Tennessee, Utah, and Wyoming. For up to date location and brand information, visit [doghaus.com](http://doghaus.com) or find us on [Facebook](#), [Twitter](#) or Instagram [@DogHausDogs](#)

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