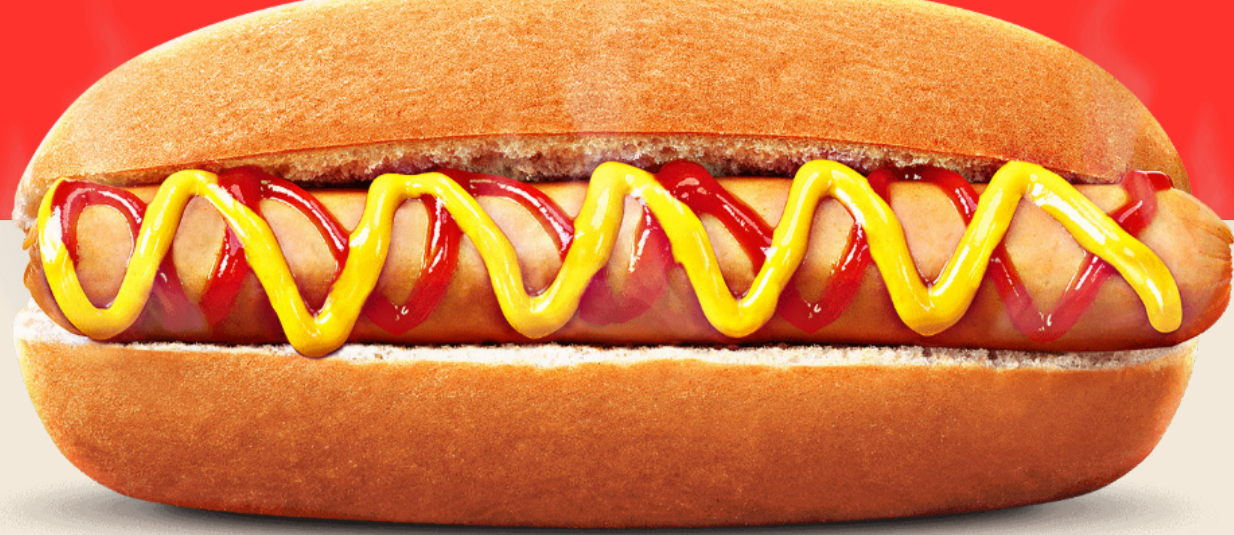


# CANADIAN HOT DOG ETIQUETTE



Hot dogs are the ultimate fun and casual food, but it's important to follow some simple etiquette rules to enjoy them stress free. After all, isn't that what life is all about in laid-back Canada? Here's what you need to know.



## PLATES

**AREN'T NECESSARY. EVEN PAPER ONES.**

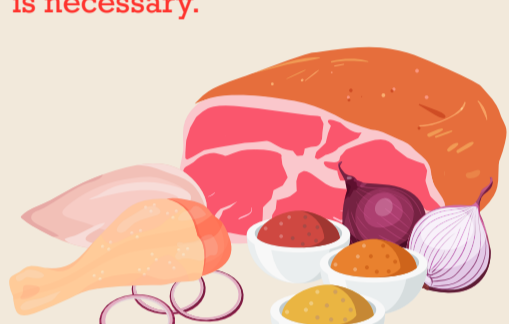
Hot dogs are the ultimate handheld food. Plus, eating with your hands is the ultimate environmentally friendly way to go. So, feel free to ditch the dishes and shun the paper plates.

## FUN FACT

**CANADIANS BOUGHT MORE THAN 916 MILLION HOT DOGS IN GROCERY STORES OVER THE PAST YEAR\***

## DON'T FRET ABOUT INGREDIENTS. INSTEAD, RELAX AND ENJOY.

Focus on hot dog deliciousness and know that Maple Leaf Natural Top Dogs™ are made with natural ingredients that are so simple and understandable, no guilt is necessary.



**EATING HOT DOGS WITH MITTENS AND GLOVES ON IS ACCEPTABLE IN CANADA.**

Never let the cold prevent you from enjoying a hot dog while ice fishing, snowshoeing, skiing, snowmobiling or skating! And goalies should never remove gloves while eating hot dogs during a game – it's too risky to the knuckles.

## FUN FACT

**MORE HOT DOGS WERE PURCHASED AT RETAIL IN ONTARIO THAN ANY OTHER PROVINCE LAST YEAR – 14,917,785KG TO BE EXACT\***

## DON'T BE DELICATE WHEN EATING HOT DOGS. DEVOUR!

Canadians should never feel they need to eat slowly or feign fullness when enjoying a sacred wiener. Five to six bites is the recommended limit for a regular dog, while eight to 10 is acceptable for a jumbo dog at the ballpark.



## KEEP THE BEVERAGE PAIRING CASUAL WITH HOT DOGS.

Pairing a fancy drink with a hot dog is like wearing an evening gown to a baseball game. Keep it simple.



## THANK YOU NOTES AFTER A MEAL THAT INCLUDES HOT DOGS ARE NOT NEEDED IN CASUAL CANADA.

A simple text is nice, but not necessary or expected.



## FUN FACT

**THE TERM "HOT DOG" ORIGINATED FROM GERMAN VENDORS WHO EMIGRATED TO THE U.S. AND SOLD THEIR STEAMY SAUSAGES ALONGSIDE THEIR DACHSHUNDS\*\*\***

## NEVER CALL A HOT DOG A SANDWICH...EVER.

Hot dogs are sacred in Canada and the name stands with or without the presence of bread. But a sandwich without the bread is just – well, ingredients.



## FUN FACT

**HOT DOGS WERE EATEN ALONE BEFORE THE BUN EXISTED. IN FACT, VENDORS SOMETIMES LENT WHITE GLOVES TO CUSTOMERS TO HOLD THEIR HOT DOGS\*\***



## GRAVY AND CHEESE CURDS ARE ACCEPTABLE TOPPINGS.

While many people outside of Canada may be puzzled, no explanation is needed here in Canada. Hold your head high and just hum "O Canada" in your head when challenged.

## DO USE KETCHUP NORTH OF THE BORDER.

While many Americans shun ketchup on hot dogs, reaching for ketchup is as natural a reflex for Canadians as gripping on a hockey stick. It's permitted within Canadian borders for hot dog lovers at any age.

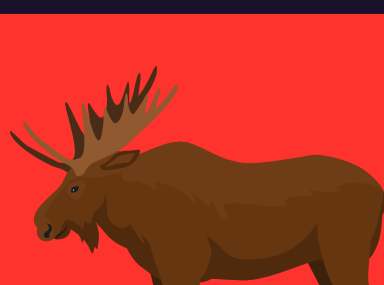


## FUN FACT

**PRINCE EDWARD ISLAND GENERATED THE LARGEST PROPORTION OF GOOGLE SEARCHES FOR HOT DOGS OVER THE PAST 5 YEARS COMPARED TO OTHER PROVINCES\*\***

## NEVER, EVER FEED A MOOSE A HOT DOG.

It's a waste of good food. And if the risks aren't immediately apparent, you aren't a real Canadian.



\*Nielsen MarketTrack, NAT+NFLD GB+DR+MM, Latest 52 weeks to PE May 22, 2021

\*\*Google Trends

\*\*\*National Hot Dog and Sausage Council

