

America's Dog & Burger: Targets Madison for its next stop

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MADISON, Wisc. – America's vast highways have done more than simply provide the nation and its residents endless ways to discover the country's glory...they've also fueled what is set to become a Madison restaurant phenomenon. Chicago's celebrated America's Dog & Burger (AD&B), the tastiest idea to ever come out of a great American road trip, announced today its strategic franchising plan to target Madison. This is part of the strategic AD&B franchise growth, which will initially focus on expanding into key markets from Southern Wisconsin through Chicagoland and into Northwest Indiana. Plans call for 30 franchise locations to be added to these regions. National growth outward from its Midwest core will follow. Bursting onto Chicago's culinary scene more than 20 years ago on the heels of two brothers' automotive adventure that included tasting the best dog in each city along the way, AD&B launches its franchising initiative to meet the demand Americans are demonstrating for a higher caliber of mealtime dog and burger favorites served in an environment unlike any other. The growth strategy also represents the widespread craze building with seasoned franchise restaurant owners and investors to align with AD&B.

"After 23 years of proven success in the world's culinary epicenter, it is clear that America's Dog & Burger is in position for growth," said Manolis Alpogianis, who with his brother George took the famed road trip and co-owns AD&B with him. "We're franchising our distinctive concept into neighborhoods with a strong sense of community and a love for fresh, indulgent meals and Madison fits that mold perfectly."

Staying true to the brand's slogan "Taste the Best from East to West," AD&B

uniquely positions itself in the dog and burger scene by offering guests a variety of the highest quality, fresh, gourmet burgers and city-themed hot dogs available in the quick-serve category. Accompanying the franchise initiative, AD&B is launching this spring its most innovative menu to date, including a collection of chef-driven items, which include eight burgers and hot dogs.

The creative and indulgent options range from the Santa Fe Hot Dog (Vienna all beef hot dog, hardwood smoked bacon, chipotle aioli, caramelized onions, beer battered jalapeno caps and cotija cheese on a Texas toast roll) to the Ghost Burger (hardwood smoked bacon, spicy ghost pepper cheese, guacamole and onion strings on a butter brioche bun). And, beyond its acclaimed city dogs and burgers, AD&B is also unveiling a selection of chicken sandwiches, salads and sides. Everything on the menu is fresh, never frozen and all ingredients are prepared in-house. Maintaining a recipe for success, AD&B currently has four locations, each situated at prime destinations – Chicago’s Navy Pier, O’Hare Airport, inside the James Thompson center and in Chicago’s Loop at the corner of Randolph and State Streets.

“We’ve pursued a dream, and it means the world to us to connect with passionate entrepreneurs throughout Madison that want to be a part of a cutting-edge concept like ours that is redefining its segment,” added George. “Our processes and systems are fine-tuned and we have developed training programs that will allow our AD&B franchisees to effectively execute everything from marketing to restaurant management, build-out and design.”

AD&B has developed a new prototype design that will be rolled out with all future franchise locations. The revamped layout features new community picnic-style benches and tables and channels the nostalgia of the original road trip, all adding to the restaurant’s fun, casual and inviting atmosphere.

The brand’s business model, made up of extensive site selection procedures, training programs and marketing support, is designed to attract individuals and operator teams in Madison with a strong business acumen, proven restaurant industry success and an interest in multi-unit franchising. The investment starts at \$289,800, which includes the initial franchise fee.

To learn more about America’s Dog & Burgers and its franchise opportunities, visit www.adbfranchise.com.

About America’s Dog & Burgers (AD&B)

Entrepreneurial brothers Manolis and George Alpogianis co-founded AD&B after a cross-country road trip through the United States. This now famous journey inspired the two to open a restaurant that offered the most compelling hot dog tastes of the nation in one dynamic environment. The brand uniquely positions itself in the dog

and burger scene by offering guests a variety of fresh, gourmet burgers, city-themed hot dogs, chicken sandwiches, Italian beef, salads and more. After more than 20 years of proven success, the family-run business is in strategic growth mode, awarding franchise opportunities to passionate individuals and teams attracted to the brand's distinguishable niche.

To learn more about America's Dog & Burgers and its franchise opportunities, visit www.adbfranchise.com. For more information about the restaurant, visit www.adbfresh.com