

FLAVOR  
IN FOCUS

# LINKING UP

Hot dogs and sausages carry a winning combination of familiarity and street cred

PICKLED RED  
CABBAGE  
INTRODUCES  
COLOR AND  
ACIDITY

CRISPY FRIED  
ONIONS ADD A  
SALTY, CRUNCHY  
GARNISH



Today's dining scene practically begs for innovative sausages and hot dogs, driven by a couple of trending factors. First, our robust modern beer culture demands casual, craveable fare that pairs well with a pint or two. Second, a format this familiar guarantees a safe adventure, yielding a platform that invites intriguing flavor combinations. Dog Haus, a 30-plus-unit gourmet hot dog, sausage and burger concept based in Pasadena, Calif., takes full advantage of the modern landscape of flavor preferences, serving dogs like the Pineapple Express, a bacon-wrapped hot dog topped with "bouillonnaise" (mayo flavored with chicken bouillon), sweet ginger glaze, pineapple, jalapeño relish and crispy onions. "The creativity behind our hot dogs is where we have all our fun, and it's where we separate ourselves from the traditional hot dog," says Hagop Giragossian, partner. Whether pulling from German traditions or doubling down on American stadium culture, chefs across the country are demonstrating seriously creative takes on this beloved handheld.

Dog Haus runs modern builds like the Hawaii Five-Oy (left), a hot dog topped with Big Island Lava mayo, pickled red cabbage and chile oil; the Little Mule (center) with white American cheese, avocado, pickled jalapeño, Cotija, fried egg and chipotle mayo; and the Hull-Hull (right), a chicken and pork sausage topped with sweet ginger glaze, "bouillonnaise," pineapple, jalapeño relish, fried onions and scallions.