

# **FOR IMMEDIATE RELEASE**

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## **James Coney Island Sets the Record Straight-ish Its famed Footlong isn't, but then does size really matter?**

HOUSTON... After one national chain got its buns charred when its advertised foot-long sandwich came up short, the folks at Houston's famed James Coney Island decided to expose their own Footlong.

It's Footlongish.

James kind of exaggerated a couple of inches, something men have done throughout time.

Ten inches or 12 inches, can goodness really be measured? The James Coney Island Footlong is still a 100% all-beef hot dog topped with mustard, chili and cheddar cheese all snugged down in one of James Coney Island's custom-made buns. Quality wins out over size every time.

So for those who ask, the Footlong is a name, not a description. Any further discussion is much ado about noshing.

This year actually marks the 90th anniversary for James Coney Island. It all started in 1923 with family-made Coney's and signature chili. Tom and James Papadakis came to Houston from Greece via New York and opened their first restaurant, flipping a coin to decide whose name went on the sign. Selling sandwiches, hot dogs and secret-recipe chili, the hot dog stand in downtown Houston became an instant hit, lining up the millionaires right next to the paper boys waiting for their "Coney's." Forty years later, they opened their second location followed by additional stores and by 1988, it was a multi-million dollar operation, selling over 30,000 custom-made hot dogs each day.

In 1990, the family sold the business to a group of local investors who wished to keep the Papadakis' traditions alive – even the buns are still made to the original specifications and hand-cut when ordered so what happens inside the bun, stays in the bun - while also keeping up with current trends.

James Coney Island was fast casual before the term became an industry buzz. At its 21 Houston-area locations, the menu is fast food made to order – nothing starts cooking until you place the order – but look for the upgrades in service and presentation when you dine inside. Real plates

and personal service means while the food is fast, the experience doesn't have to be. Drive-thru ordering is a quick alternative when your dog's gotta run.

James Coney Island marked its 88<sup>th</sup> year doing something else extraordinary. It now has its own line of signature gourmet burgers. On the menu at all stores are six, mouth-watering burgers, including a signature "Jucy Lucy," (yes, they meant to spell it that way). It also added new salads and sandwiches. It has Hebrew National hot dogs and bread from Slow Dough Bread Co.

James Coney Island also caters. For any occasion – business meetings, weddings, holiday parties or when all your friends decide your house is the place to be – James Coney Island Catering can do everything, A to Z. From little Bobby's fifth birthday party to feeding 7,000 people on board the U.S.S. San Jacinto, JCI's catering professionals have done it all. For information, call 713-932-1500.

For locations and information, visit [www.coneyman.com](http://www.coneyman.com).