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Hot Dogs at Haute Wheels!

James Coney Island's ConeyCruiser to Impress at Food Truck Festival

HOUSTON... A Houston family tradition since 1923, James Coney Island decided it was time to "hit the streets" and created its first food truck, the ConeyCruiser. Standing at 34-feet long it is the largest food truck in Texas to date, and is sure to impress at this year's Haute Wheels Food Truck Festival, being held March 23 & 24 at Houston Community College Southwest Campus, 5601 West Loop South.

Customization was key in creating the perfect food truck to serve the reigning hot dog king of Houston. The ConeyCruiser boasts a custom designed, fully working kitchen complete with their infamous "bun steamer" and "cheese gun" to pump out the same delicious, steaming hot Coneys that Houstonians have grown to love for over 90 years. With its custom flame paint job graphics to its chrome flame grill, hub caps and exhaust stacks the Coney Cruiser is definitely not your average, everyday food truck. This baby means business!

For Haute Wheels, ConeyCruiser will be serving a select menu, including Cheese Coneys, Chili Cheese Footlongs, Empire Gourmet Dog, Chili, Frito Pie, Fries and Cheese Fries.

This year marks the 90th anniversary for James Coney Island. It all started in 1923 with family-made Coneys 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 "Coneys." 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.

JCI 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.