

Idea to Rollout: Mustard Makes this Menu

Steve Schussler's Hot Dog Hall of Fame elevates hot dogs and sausages with a medley of mustards.

By Monica Rogers, Contributing Editor -- Chain Leader, 11/20/2007

If **mustard** and pretzels is a centuries-old favorite food pairing—hot dogs and **mustard** is centuries young. Capitalizing on this ever-popular marriage, [Steve Schussler](#)'s soon-to-come entertainment eatery, the Hot Dog Hall of Fame, makes the most of **mustard**-dabbed dogs.



Dog Days

Featuring nine hot dogs and nine sausages, menus (which also include nine dumpling varieties and nine french fry varieties) will provide a medley of mustards to match. (The numerous nines are in honor of baseball's nine innings.) Hot Dog Hall of Fame will stock 10 to 15 different kinds of **mustard** for daily service, plus 3,600 mustards via catalog-ordering and 100 for purchase through the concept's gift store.

“Yellow—but not an ordinary yellow—horseradish, honey, one or two brown, Dijon , German grainy...we're doing all of them,” says Schussler, founder and CEO of Golden Valley, Minn.-based [Schussler Creative](#) and Creative Attractions.

Artistic Touch

In true Schussler creative style, servers will squirt dabs of each **mustard** onto an artist's palette and bring them to tables with a brush. “This encourages the guest to have a little fun painting the hot dog and encourages people to try mustards they might not be as familiar with,” says Schussler.



Servers are being trained to make suggestions about which **mustard** is the best match with each sausage or hot dog. All dogs and sausages will be grilled and served on whole wheat, plain or poppyseed buns, which will be baked on site.

Strategic Partnership

The [Levy Restaurant Group](#), which has partnered with Schussler's Creative Attractions to provide food service for Hot Dog Hall of Fame and nine other new concepts, is still finalizing which dogs, sausages and mustards will make the final list.

The first Hot Dog Hall of Fame opens this summer in Kansas City , Kan. , at [The Legends](#), a mixed-use development where Schussler already has his T-Rex concept. Schussler has contracted for four more Hot Dog Hall of Fames to open in Reno and Sparks , Nev. , and Las Vegas , also in 2008.