

# REVOLVING DANSK MEDIA KIT

## I. ABOUT US:

### **Biography**

Martin Høedholt, owner of Revolving Dansk, was born into a family passionate about Danish cuisine and the preservation of the Danish culture. Martin was raised in Horsens, Denmark and studied at the Aarhus School of Business before moving to NYC in 2011. Upon realizing that he could not find his much beloved pølse in America, Martin set out to be the first man to bring pølser to the New World.

Martin's journey into pølse-making started with a chance encounter with a restaurant owner, who upon hearing about these sausages, was eager to let Martin showcase his pølser at an event in his restaurant. After seeing the excited crowd at their first event in the summer of 2013, Martin realized that he was certainly not alone in his quest for pølser, and that there were many in New York who shared his love of danish hot dogs. From that day forward, it became Martin's mission to bring Danish style pølser to America, so that all hungry danes and pølse-friendly people on this side of the Atlantic would have access to this heavenly food.

### **Our Story:**

Martin Høedholt, along with his wife Sera Høedholt, created Revolving Dansk as a way to bring Copenhagen street food to New York. Moving from Denmark only a few years prior, Martin greatly missed Danish hot dogs (pølser), as they are more gourmet and far more popular in Denmark than in the U.S., and yet they are unavailable in the U.S.

Martin and Sera had thought about serving Danish hot dogs at street fairs on several occasions, but it wasn't until they shared their idea with a local Carroll Garden's restaurant who loved the idea that they realized that there was a much bigger need than expected. Less than one month later, Martin and Sera found a way to produce pølser locally and had their first Danish hot dog event.

Since the overwhelming success of their first pop up event in Brooklyn, Martin and Sera have continued hosting events and started their own production of pølser. For them, it's also about building a community. Danish expats and fellow foodies follow Revolving Dansk and their Copenhagen Street Dog brand on Twitter, Facebook, Tumblr and Instagram thrilled to have found a venture that caters to their cravings from home. Since launching in July 2013 Martin and Sera have heard from people in California, Florida, Arizona, D.C., Mississippi, Iowa, and North Dakota, all of whom want to open a pølsevogn and inquired whether Revolving Dansk could ship pølser to them.

**Making Danish pølser in Brooklyn:**

Martin and Sera spent many hours watching YouTube videos of hot dog making techniques, while researching the best Scandinavian ingredients for their pølser. They bought all of the equipment for sausage making to use in their Boerum Hill apartment, including a meat grinder, sausage stuffer, and even an industrial sized smokehouse to smoke their pølser on their fire escape.

Once they perfected the recipe to taste like the Danish pølse Martin remembered from home, they then revised their recipe to substitute any artificial ingredient with all natural ingredients. Finally, they were able to create a pølse with the same smoky, traditional flavor, but with no nitrates, hormones, or antibiotics, and only natural ingredients. They also paired up with a local, heritage breed, free range pig farm in upstate New York and local production facility, and have now launched their own production of pølse under the brand name “Copenhagen Street Dog.”

**Pop up events and following:**

To build their community, Martin and Sera continue to host events throughout NYC that pair with celebrity chefs and up-and-coming restaurants and serving their food at street food festivals, competitions, and gourmet food events. Their events are known throughout NYC, with write ups in editorials such as Eater, Tasting Table, Time Out, Gothamist, and Serious Eats.

These events include: [Http://www.copenhagenstreetdog.com/events](http://www.copenhagenstreetdog.com/events)

**Revolving Dansk hosted events:**

- Danish Day at Dassara with celebrity chef Pablo Ventura
- The Red Sausage Party @ Aamanns Copenhagen
- Flatbush Food Court
- Danish Gris-mas: What the Glogg?
- New Nordic @ The Copenhagen
- Evil Pairing with Jeppe Jarnit-Bjergsø of Tørst
- Winter Hot Dog Championship @ Jimmy's No 43

**Street Fairs:**

- Hester Street Fair
- Smith Street Funday

**Gourmet Food Competitions:**

- Pig Island (selling out 600 hot dogs in 2 hours)
- Honest Cooking North Fest Nordic Hot Dog Championship (winning People's Choice award for best Nordic Hot Dog)

Write ups include: [Http://www.copenhagenstreetdog.com/press](http://www.copenhagenstreetdog.com/press)

## II. PØLSER AND THE NEW NORDIC MOVEMENT:

### What is a pølse?

A pølse (pølser is plural) is an extra long, beech wood smoked sausage with a snap that is found on almost every street corner in Copenhagen. It is similar to an American hot dog, but much more juicy and flavorful. Copenhagen Street Dog produces the two main types of pølser types found in Denmark, the classic røde Pølse (red sausage), which is bright red in color, and the popular brown Grillpølse (grilled sausage). [Http://www.copenhagenstreetdog.com/products](http://www.copenhagenstreetdog.com/products) (not live yet)

It is different from an American hot dog in that it is:

- 100% all natural pork
- Beechwood smoked
- Extra long, sticking out 1 inch from both sides of the bun
- Juicy and flavorful
- In a natural sheep casing, giving it a firm, natural 'snap'
- Made with sweet spices, such as nutmeg, coriander, and cardamom

### The Wave of "New Nordic" Scandinavian Food Trend in NYC

The popularity of Scandinavian foods is rapidly rising, with several high end restaurant openings, the Swedish coffee explosion, and new Scandinavian products hitting the shelves at an astonishing pace. In fact, last summer the Transportation Authority announced plans to convert 16,000 square feet of space in Grand Central Terminal's Vanderbilt Hall into a [Nordic-themed food hall and brasserie](#). The project is being overseen by Claus Meyer, co-founder of Noma in Copenhagen, and is expected to open in 2016.

### Gourmet Hot Dog Trend

Gourmet hot dogs are also a growing trend in NYC, with several hot dog companies springing out of Brooklyn in the past year. It is surprising that the Danish pølser have not yet been introduced to the American market, as [pølser are one of the most popular Danish foods](#), being more of a staple in Copenhagen than in New York City. At the same time, the hot dogs in Copenhagen have received wide recognition as being among the world's best hot dogs, with articles in, [Saveur](#), [The Guardian](#), [Serious Eats](#), [Afar Magazine](#) and several others being written in the past two years.

### III. ABOUT OUR PRODUCTS

#### Local Farm to Table

Following the aims of the New Nordic movement and our personal commitment to local food sourcing, natural ingredients, and animal welfare, Copenhagen Street Dog proudly uses high quality, humanely raised, heritage breed hogs from Lucki 7 farms for our Copenhagen Street Dog pølser. Our pigs are:

- 100% antibiotic free (ABF), with no added hormones
- 100% vegetarian fed, without the use of any animal bi-products
- 100% local farm to table
- Berkshire and Duroc genetics
- Raised on 350 acres of lush pasture in upstate New York
- Step 4 rated by the Global Animal Partnership
- Fed a nutritious diet of home grown grains, and nonGMO corn, soybeans, peas, alfalfa hay and barley

#### Our products:

**100% PORK.** Our pigs are vegetarian fed and raised on family-owned, upstate NY farms.

**ALL NATURAL.** All of our ingredients are natural, and there are no nitrates added, other than those naturally occurring in celery powder.

**NON GMO.** We feel so strongly about being GMO free, that even our pigs are fed a GMO free diet.

**GLUTEN FREE.** There is no need to add wheat to good quality meat. Dedicating special equipment to the production of our gluten free products.

**ANTIBIOTIC FREE.** We don't take antibiotics if we aren't sick, and we wouldn't want our pigs to either.

For more information about our products, visit: [copenhagenstreetdog.com/products](http://copenhagenstreetdog.com/products)



COPENHAGEN  
STREET DOG™

IT'S NOT A HOT DOG. IT'S A PØLSE.