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### **Frank inflation: Americans are now prepared to spend nearly \$6 for a hot dog 🌭**

Americans love their hot dogs, spending billions of dollars on them annually at supermarkets, restaurants and, of course, baseball stadiums. In fact, the sporting venues alone account for sales of nearly 20 million franks each year, according to the National Hot Dog and Sausage Council.

New York-based restaurant industry consultant Arlene Spiegel says profit margins for franks can be greater than those of hamburgers. And at baseball stadiums, there's also the fact fans can't exactly shop around for a deal once inside the venue.

According to the latest government figures, the summertime classic has climbed in price by 7.1% during the past year. And apparently, hot-dog devotees don't mind paying what might be considered a pretty penny for them outside the home, or, more accurately, \$5.88 per frank.

That's part of the findings of a new survey from that looked at hot-dog consumption habits. Specifically, the survey of 1,000 Americans asked how much they're willing to pay for the summertime, and, baseball-game, essential foodstuff.

The stadiums "have a captive audience," said Spiegel. Plus, hot dogs can be relatively easy for restaurants and food operators to prepare: The real prep has already been done, and it can be as simple as putting the hot dogs in boiling water - think the classic New York "dirty water dog".