



## The Mission: A Better Oscar Mayer Hot Dog in Every Hand

**MAY 2018**— For more than 135 years, *Oscar Mayer* has built its brand and reputation through the commitment of offering quality meat that tastes great at an honest, affordable value.

In Summer 2017, *Oscar Mayer* became one of the first leading retail brands to remove all artificial preservatives, added nitrates and nitrites (except for those naturally occurring in celery juice), and by-products from the meat of its entire line of hot dogs.

According to Greg Guidotti, head of marketing at *Oscar Mayer*, “Consumer preferences continue to evolve. We saw there was a need for a better quality hot dog for shoppers everywhere, and we set out to provide that superior option, across our whole line, and without changing the price.”

To celebrate the mission of getting these better hot dogs in every hand, the brand launched the #ForTheLoveofHotDogs campaign and expanded its Wienerfleet to include the WienerCycle and WienerDrone.

“We made radical changes to every single one of our dogs,” Guidotti told *Fortune* in a 2017 interview. “We are getting better dogs into your hands.”

In Summer 2018, the mission to deliver the brand’s better hot dogs went to new heights when Super Hotdogger—a futuristic, jetpack-powered superhero—was added to the WienerFleet. He helped deliver *Oscar Mayer* hot dogs to hot dog lovers everywhere.

As the mission continues into 2019, keep an eye out for what *Oscar Mayer* will be *grillin’* up next!

