



# **Nathan's Famous: The First 100 Years of America's Favorite Frankfurter Company**

*William Handwerker*

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"Nathan's Famous: The First 100 Years of America's Favorite Frankfurter Company" chronicles the history and business strategies of company founder Nathan Handwerker that led to the success of an iconic international brand and two of America's most loved foods: The Nathan's Famous Frankfurter and Crinkle-cut French Fries. Brimming with photos of historic Coney Island, New York, Nathan's Famous restaurants, and intimate family memories of author, former company Senior Vice president and grandson William Handwerker; "Nathan's Famous" details entrepreneurial spirit, business lessons, dramatic corporate missteps and growth. William includes insights into three generations of the Handwerker family, beginning with the founder's early life, growing up in extreme poverty in Galicia, Poland, as well as his own sons and grandson who contributed to expanding geographic locations, menu and the overall brand. Nathan's may have started as a small hot dog stand in 1916, but by sticking to his philosophy to "give 'em and let 'em eat," he was able to beat his competition by providing top quality food at low prices. "Nathan's Famous" reveals the successes, trials and tribulations of growing Nathan's original vision into the international frankfurter corporation it is today.

Author William Handwerker is the grandson of Nathan Handwerker, founder of America's favorite frankfurter company and the iconic Coney Island, New York institution. Working alongside his grandfather and father, Murray, for 30 years, William penned "Nathan's Famous" to commemorate the enormous entrepreneurial spirit of his grandfather's legacy and the business history of one of America's most loved foods---the Nathan's Famous frankfurter. William has been interviewed by The Food Channel, the History Channel, and numerous national and New York media. He resides in Roslyn, New York and Delray Beach, Florida.



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