

Krystal ® Celebrates The Fourth of July with an All-American Classic

\$0.50 Pups Available All Day Long on Independence Day

ATLANTA, GA, UNITED STATES, June 30, 2016 /EINPresswire.com/ -- [The Krystal Company®](#), the brand famous for its iconic square hamburgers, is making it all about America this Independence Day. July Fourth has long been synonymous with hot dogs, and Krystal is helping everyone celebrate with a deal as hot as the summer on its signature Pups. All day long on Monday, July 4th, Krystal's classic Pups are available for only \$0.50 – no limit on quantities! As one of the few quick-service restaurants to feature hot dogs on the menu year-round, Krystal thought this time-honored favorite would be a great way to celebrate our independence...from high prices!



“Hot dogs are a classic item that people associate with festive cookout holidays,” said Angela Johnson, Director of Marketing Communications at The Krystal Company. “Our aim for offering our signature pup for just \$0.50 is to bring the at-home cookout feel to all Krystal lovers.”

Krystal's classic Pups will be available for \$0.50 from 6 am to 12 midnight on Monday, July 4th at all participating locations, while supplies last. Guests may also choose to upgrade their Pup to a Chili Cheese Pup or Fired-Up Pup for just a few cents more. Pups may also be paired with fries or other regularly-priced side items.

“Whether you're a long-time fan of Pups at Krystal or just feel like honoring a beloved holiday with an American staple, we look forward to celebrating American freedom as well as Krystal's freedom to serve iconic recipes,” Johnson added.

About The Krystal Company

Founded in Chattanooga, Tennessee, in 1932, The Krystal Company is the oldest quick service restaurant chain in the South. Its hamburgers are still served fresh and hot off the grill on the iconic square bun at more than 350 restaurants in 11 states. Krystal's Atlanta-based Restaurant Support Center serves a team of 6,000 employees. For more information, visit <http://www.Krystal.comor> <http://www.facebook.com/Krystal> or follow the brand on Twitter and Instagram @Krystal.

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