

http://www.heraldsun.com/business/farm-to-fork-fetch-hot-dog-co-features-tar-heel/article_947849ac-3d55-11e6-8cbd-83df0c9b5846.html



PREVIOUS

Patheon aims for potential \$771 million IPO

Pharmaceutical company Patheon filed plans Monday to commence an IPO that cou...



NEXT UP

Preservation Durham director aims to improve equity in housing

Durham must find a way to use historic preservation as an economic developmen...

EDITOR'S PICK

FEATURED

FARM TO FORK: Fetch Hot Dog Co. features Tar Heel-sourced products

JASON HAWKINS, Special to The Chapel Hill Herald Updated Jul 9, 2016



Special to The Chapel Hill Herald | Fetch Hot Dog Co.

[Buy Now](#)

The Fetch Hot Dog Co. facility has been located in West Hillsborough since its debut in early June.

HILLSBOROUGH -- "I'm going to go fetch something," usually means the person comes back with something worthy of fetching.

For Joel Bohlin of Hillsborough, owner of Fetch Hot Dog Co., all hopes are that fetching means getting a great hot dog.

"Our hot dogs are different," Bolin said on a morning spent running errands and discussing his recently launched food-truck Fetch in a trailer in West Hillsborough. "The vibe here on the West End, is something special and I could not wait to open this venture."

Hailing from Illinois with a stopover in Brooklyn, New York, Bohlin says he knows something about hot dogs.

"I'm the kind of guy that will always stop to try a new hot dog," he says.

As the general manager of Hillsborough BBQ Co., Bohlin admits to an infatuation with street food.

"There is something about street food that really increases the options and taps into a different taste for customers," Bohlin said. "The beginning of Fetch was some time ago when we were trying different, very high-quality pork from local farms.

“One of the farms, from the Hillsborough area, served as our initial hot dog and we began experimenting with how to increase the taste experience of the hot dog. For starters, our hot dogs are from farms here in North Carolina, from Winston-Salem to the Outer Banks. We don’t use artificial flavors, fillers, nitrates or anything that is not natural.

“Our hot dogs are really straightforward and they have a really distinct taste and flavor.”

Though Hillsborough is home to many restaurant ventures, Fetch may be the first food-trailer/truck or street-food vendor tethered to Hillsborough.

“We are currently set up at Eno and Nash, around the corner from Hillsborough BBQ and started (in early June) serving lunch and remaining open through the evening. We are going to start being mobile and trying new locations every Monday, based on customer feedback and requests. In addition, we are available for private events and catering, too,” Bohlin said.

“Basically, our concept is to take a favorite meal and place it on a bun. Our rolls are potato sourced and come from a bakery in Morrisville and we are dabbling in using farm products local to the area, and recently began working with Broken Spoke Farm on Schley Road in Hillsborough,” Bohlin said.

Notable names on the Fetch menu include: Cuban Dog, Classic Coney, Sweet Home Carolina (with house chili and slaw), El Yolo (a nod to chorizo and Queso Fresco), and the Falafel Dog (a vegetarian-based hot dog using falafel and Kalamata as the sustenance between the buns).

“The food culture and food movement really is about farm to fork and bringing people closer to the foods they eat and purchase. Though we are a hot dog vendor, we are so much more and we feel closer connected to the farmer and the fork because we have such a high demand for what crosses our palate and will be served from our trailer,” Bohlin said.

“Much of our mission will be to keep things changing and be creative. When a customer tastes our hot dogs they are going to taste something very different and it’s all a reflection of how we think food should be,” he added.

EDITOR’S NOTE -- Fetch is on Facebook at [facebook.com/fetchhotdogco](https://www.facebook.com/fetchhotdogco) or email info@fetchhotdogco.com ... Have a story idea for Jason Hawkins? Email him at hawkinsoutdoors@msn.com.