

FOR IMMEDIATE RELEASE

Gleezy Brings Premium Double-Smoked Beef Brisket Hot Dogs to UNC Baseball

Chapel Hill, NC — April 4, 2025 — Gleezy, a Charlotte-born brand known for its double-smoked, all-beef brisket hot dogs, is stepping up to the plate in Chapel Hill this season. Starting this weekend, Tar Heel fans can enjoy Gleezy's signature hot dogs at all University of North Carolina baseball home games at Boshamer Stadium.

Originally crafted with golfers in mind, Gleezy's bold flavors and premium ingredients have quickly gained traction across North Carolina—and now, they're headed to the most iconic campus in the state.

"As a proud Charlotte-based company, having the opportunity to serve fans in Chapel Hill is incredibly meaningful," said Bryce Rech, Founder and CEO of Gleezy. "UNC Baseball has a rich tradition, and we're excited to bring a new level of flavor and fun to the game-day experience for Tar Heel fans."

"We're excited to welcome Gleezy to Boshamer Stadium this season as a partner of Carolina Athletics and Tar Heel Sports Properties. Their North Carolina roots and commitment to quality make them a perfect fit for our Tar Heel fans," said Chuck Schroeder, Vice President and General Manager of Tar Heel Sports Properties.

Gleezy's appearance at Boshamer Stadium begins with the home series against Duke (April 3–5), with additional series on the schedule including Wake Forest (April 10–12 and NC State (May 9–11). For the full schedule and ticket information, visit goheels.com.

About Gleezy

Gleezy is redefining the stadium and on-course food experience with its premium, double-smoked beef brisket hot dogs, made from 100% all-beef brisket and smoked twice for rich flavor. Born in Charlotte, North Carolina, Gleezy has become a fast favorite among fans looking for quality and creativity in a familiar form. Originally launched as "The Official Hot Dog of Golf," Gleezy can be found at sports venues and food service locations nationwide. To learn more or find a Gleezy near you, visit gleezydog.com or [@gleezydog](https://www.instagram.com/gleezydog) on Instagram.

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