

BetUS offers exclusive Betting Odds on the Famous Nathan's Hot Dog Eating Contest

When people think about **4th of July** traditions, fireworks, barbecues, and parades usually leap to mind. But there is another July 4th custom that has steadily gained influence over the last several years, and it is none other than **Nathan's Famous Hot Dog Eating Contest**.

BetUS offers a **Nathan's betting menu** that is far more extensive than the single item found at its eponymous contest, as evidenced by our dozens of props on the contest.

Those who like to **bet on entertainment** will find much more on our site than this culinary version of the Hunger Games, and we invite everyone to find out for themselves why BetUS is the leader in novelty betting markets.

Wiener War: BetUS Has the Ammunition

Nathan's Hot Dog Eating Contest 2026 is soon to be the latest chapter steeped in Independence Day tradition. It's a glorious display of gluttony run amok, and each year thousands flock to the iconic Nathan's Famous location on the corner of Surf and Stillwell Avenues in Coney Island, New York, while millions of others watch the wiener war on television.

Some of BetUS's most popular markets for the most famous hot dog eating contest in 2026 include:

- Outright winners for both the men's and women's competitions.
- Over/under totals on how many hot dogs a competitor will eat.
- Head-to-head matchups between contestants.
- Winning margin props.
- Markets on whether contest records will be broken.
- Player props tied to individual performances and milestones.

BetUS's current odds in both the men's and women's divisions show Joey Chestnut and Miki Sudo as the prohibitive betting favorites at odds of -2500 and -1800, respectively. But that is just the tip of the iceberg, as BetUS has a myriad of props, including these popular offerings:

- **Joey Chestnut:** Total Hot Dogs Eaten – 71.5 (O-165/U+120)
- **Joey Chestnut & Miki Sudo:** Total Hot Dogs Eaten Combined – 110.5 (O-165/U+120)

Men's Winning Margin of Hot Dogs Eaten by Contest Winner:

- 0-4 Hot Dogs: +1200
- 5-9 Hot Dogs: +750
- 10-14 Hot Dogs: +300
- 15-19 Hot Dogs: +200
- 20+ Hot Dogs: +150

One reason Nathan's Hot Dog Eating Contest has become so wildly popular is that it is quick, unique, and packed with memorable personalities, making it one of the most distinctive events of the summer.

It's pure action from start to finish, and unlike many sporting events, it doesn't occupy an entire afternoon or evening. Just 10 minutes, and a winner is declared while BetUS pays off on all those winning wagers.

The GOAT Returns

Joey Chestnut's hot dog record is untouchable. Set back in 2021, the man they call Jaws devoured 76 hot dogs and buns in a mere 10 minutes. That is an average of over seven hot dogs per minute, and no one has come close...except Joey Chestnut.

This hot dog-eating champion is Tom Brady, Michael Jordan, Wayne Gretzky, Shohei Ohtani, and Messi all rolled into a 42-year-old human piranha. Chestnut has won the Nathan's crown a staggering 17 times, including last year when he downed 70.5 hot dogs and buns. Nobody comes close, but that doesn't stop other competitive eaters from trying.

So, **when is the hot dog eating contest** this year? It will be held on the same day as always, July 4th, and it will be broadcast on ABC and ESPN2, featuring the women's contest at 10:45 AM, followed by the men's frankfurter chowdown at 12:30 PM.

Alongside the Nathan's Hot Dog Eating Contest, BetUS also features betting markets for a variety of entertainment and special events throughout the year, including awards shows, reality television, major pop culture moments, and other novelty markets, complementing its full selection of traditional sports wagering and online casino platforms.

FAQs

What time and channel is Nathan's Hot Dog Contest?

The women's contest begins at 10:45 AM, followed by the men's event at 12:30 PM, broadcast live on ABC and ESPN2.

How much money does Joey Chestnut receive for winning?

The winner in the men's and women's divisions earns \$10,000 and also receives the coveted yellow mustard belt.

Has Joey Chestnut ever lost?

Yes. Chestnut lost in 2005 and 2006 to Takeru Kobayashi and was upset in 2015 by Matt Stone, who ate 62 hot dogs compared to a disappointing, by Chestnut's lofty standards, 60 for the reigning champion.

About BetUS

BetUS (pronounced “*Bet U.S.*”) is the original online sportsbook, celebrating its 30th season serving sports fans this year. A global pioneer established in 1994 and licensed internationally, BetUS provides a safe and secure place for sports wagering to more than one million customers around the world.

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