



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Beef Council Announces 2026 'Wisconsin's Best Burger Contest'

VERONA, Wisc. – The Wisconsin Beef Council (WBC) is excited to announce the kickoff of the 3rd Annual Wisconsin's Best Burger Contest. The Council is on a mission to find and celebrate the most mouthwatering 100% beef burgers crafted by Wisconsin's restaurants, bars and grills. Everyone has a favorite spot they choose when burger hunger strikes, and this is the opportunity to recognize those restaurants that work hard to create those delicious memories. The first two years of the contest sparked a burger frenzy across the state, with the Elite Eight finalists enjoying a surge in burger sales and statewide fame.

Starting Friday, February 13, through 11:59 p.m. on Sunday, March 15, 2026, you can nominate your favorite beef burger from any Wisconsin restaurant (one nomination per person) on the Wisconsin Beef Council website at www.beeftips.com/bestburger. Restaurants can also find marketing resources on the website to help promote the contest to their patrons. As a customer, please notify the restaurant owners/managers about the contest so they can promote it in-house.

In late March, Wisconsin Beef Council will reveal the Elite Eight restaurants with the most nominations. A secret panel of judges will then embark on a delicious journey to taste and evaluate these top contenders. Burgers will be judged on taste (50 points), appearance (30 points), proper doneness (10 points), overall enjoyment (10 points), with bonus points for the eating environment, atmosphere, and experience (up to 5 points). The grand winner will be announced on April 24 as an early kick off to May Beef Month.

To be eligible for the contest, the hamburger must meet the following guidelines:

- The burger must be 100% beef (other ingredients may be added to the patty such as spices, vegetables, etc.)
- All burgers must be composed of a formed ground beef patty/patties served on a bun or other bread product (such as biscuits, focaccia or tortillas). Burgers may include any combination of condiments (such as ketchup, mayonnaise and mustard), sauces (such as barbeque or hot sauce), cheeses and toppings (such as bacon, onions, tomatoes and lettuce).





Every component of the burger must be placed between the bun or bread pieces or served open-faced on a bread product.

- Burgers must be available on the nominated restaurant's regular menu, and the restaurant must be open year-round.

A restaurant may only win Wisconsin's Best Burger Contest one time. Wisconsin Beef Council retains the discretion to make all decisions regarding the interpretation of the Official Rules, which can be found on their website. All decisions of the WBC are final and discretionary. Restaurants placing in the top 8, and certainly the overall winner, will naturally experience an increase in business and should keep that in mind as they seek nominations.

Stay updated on the contest by liking the Wisconsin Beef Council on Facebook or following them on Instagram. Share your burger love by posting a photo of your favorite burger on social media using #WiscoBestBurger.

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The Wisconsin Beef Council is a producer-led non-profit organization funded by the \$1.00 per head Beef Checkoff. Half of one dollar remains in Wisconsin for local beef promotion, while the other half is forwarded to the Cattlemen's Beef Board. The purpose of the Council is to fund beef promotion, research and consumer education activities supporting Wisconsin's \$2.1 billion beef industry. The WBC operates under the guidance of its Board of Directors. The Board is comprised of representatives from cattle-related organizations around the state of Wisconsin.

