



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Beef Council Announces 'Wisconsin's Best Burger Contest'

VERONA, Wisc. (Feb. 21, 2024) – The Wisconsin Beef Council is accepting nominations for their inaugural Wisconsin's Best Burger Contest. The contest is designed to seek out and promote 100% beef burgers prepared in Wisconsin restaurants. 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.

Individuals may nominate their favorite beef burger from a Wisconsin restaurant (one nomination per person) on the Wisconsin Beef Council website at <https://www.beeftips.com/events/best-burger-contest>. Nominations will be accepted beginning Monday, February 26 through midnight on Sunday, March 24, 2024.

The elite eight restaurants that receive the most nominations will be announced in early April. A secret panel of judges will travel to each restaurant to evaluate the burgers. Burgers will be scored on taste (50 points,) appearance (30 points,) proper doneness (10 points,) overall enjoyment of the burger (10 points,) and bonus points may be given for eating environment, atmosphere and experience (up to 5 points.) The winning restaurant will be announced on May 1 to kick-off 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. 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.

To follow Wisconsin's Best Burger Contest, LIKE the Wisconsin Beef Council on Facebook or follow us on Instagram. You are encouraged to post a photo of your favorite burger on social media using #WiscoBestBurger.

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The Wisconsin Beef Council is a producer-directed non-profit organization funded by the \$1.00 per head assessment on all cattle sold in the state of Wisconsin per the Federal Beef Promotion and Research Act & Order. 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.

