



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Licari's Bar & Grill Named Winner of Madison Burger Week 2025 with "I'm On Fireball" Burger

VERONA, Wis. — After a week of sizzling competition, Licari's Bar & Grill has been crowned the winner of Madison Burger Week 2025 with their bold and fiery creation, the "I'm On Fireball" Burger.

The standout features a 1/3-pound patty smothered in a homemade Fireball aioli, American and pepper jack cheese, bacon and four Fireball cheese curds on a choice of French toast or a Stella's spicy cheese bun. This burger captured the hearts—and tastebuds—of burger lovers across the region, securing Licari's place in Madison burger history as the first-ever repeat winner of the contest.

"It means so much to us being family-owned and operated," Sarah Nelson with Licari's said. "I know my grandpa [Larry Schmidt] would have been very proud. We are a tiny operation and being a part of people's lives and getting to do this every single day is just a blessing. We have the absolute best customers and support system that helped make this happen."

Nelson said they cannot wait to create a new burger for the 2026 Madison Burger Week. She noted burgers have been flying off the grill with folks driving more than an hour to order last year's champion, "The Pull Tab Popper," and try the different variations of "I'm On Fireball."

This year's competition saw a 36% increase in votes, highlighting just how passionate locals are about their burgers. Taking second place was The Coopers Tavern with their Irish-inspired "Celtic Smash" burger, followed by Jordan's Big 10 Pub in third with the flavorful "Blue Ribbon BBQ Burger."

Madison Burger Week is hosted by the *Cap Times* and is sponsored by the Wisconsin Beef Council and Pepsi in the 608. The annual celebration of culinary creativity and local flavor gives residents a chance to enjoy burger creations and vote for their favorites.

The full lineup of participants can be found at [BeefTips.com](https://www.beeftips.com).





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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.

