



Wisconsin's Best Burger Contest Official Rules - 2025

The Wisconsin Beef Council (WBC) is launching our 2nd Annual Wisconsin's Best Burger Contest. The contest is designed to seek out and promote 100% beef burgers prepared in Wisconsin restaurants.

Nominations:

Individuals may nominate one Wisconsin restaurant that has their favorite burger on the menu. Nominations will be taken beginning Friday, February 21 through midnight, Friday, March 21, 2025.

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

1. The burger must be **100% beef** (other ingredients may be added to the patty such as spices, vegetables, etc.)
2. 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.

Official Rules

1. Entries will be accepted online between February 21 and March 21. **Voting will end at 11:59 p.m. on Friday, March 21. To nominate a restaurant** for the Best Burger Contest, go be www.beeftips.com. Follow the on-screen directions to submit your nomination.
2. Burgers must be available on the nominated restaurant's regular menu.
3. Restaurant must be open for business by the beginning of the nomination period – February 21 – and must be open year-round.
4. A restaurant may only win Wisconsin's Best Burger Contest one time.
5. 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.

Selection of Finalists

Eight (8) restaurants will be selected as finalists from throughout the state based on the number of nominations each restaurant receives*. WBC retains the discretion to make all decisions regarding the selection of the finalists and decisions of the sponsor are final and discretionary. A secret panel of judges will travel to each restaurant to evaluate the burgers. 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.

** Restaurants who receive nominations for multiple locations will be counted per individual location not as a total.*

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Judging Criteria

Selection of the 2025 Wisconsin's Best Burger will be conducted by an **anonymous** judging panel. **Judges will not announce their presence at your restaurant or request a free meal.** They will have discretion to order any burger on the menu. Decision of the judges is final.

The following guidelines will be used in judging:

- Taste (of burger patty) – 50%
- Appearance and Presentation – 30%
- Proper cooking temperature / degree of doneness – 10%
 - Medium doneness, internal temperature reaches 160° F, as measured by a meat thermometer.
- Overall – 10%

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 #WisconsinBestBurger.