



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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#### Wisconsin Beef Council Announces Elite Eight in 'Best Burger Contest'

**VERONA, Wisc.** – The Wisconsin Beef Council is pleased to announce the Elite Eight in their inaugural Wisconsin's Best Burger Contest. The contest was designed to seek out and promote 100% beef burgers prepared in Wisconsin restaurants. The Elite Eight restaurants, who received the most nominations on the Wisconsin Beef Council website over the past month, are:

- Brazen Head Pub, 147 N Main St, West Bend
- Crafty Cow, 2675 S Kinnickinnic Ave, Milwaukee
- Dog House Bar & Grill, 117 S 1st St, Mt. Horeb
- Ferry Xing Bar & Grill, 306 Main St, Merrimac
- Pickles Bar & Grill, 5507 Co Rd Y, Hazelhurst
- Skippy's Burger Bar, 113 Green Bay Rd, Thiensville
- Straight Home Bar & Grill, 184060 WI-153, Eland
- The Dump Bar & Grill, 105 W Edgewater St, Cambria

"These Elite Eight establishments will now be visited by a secret panel of judges who will travel to each and evaluate the burgers," said Tammy Vaassen, Wisconsin Beef Council Executive Director. "The winning restaurant will be announced on May 1 to kick-off May Beef Month." The 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.)

To be eligible for the contest, the hamburgers on the restaurant menus must have met 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.

To follow Wisconsin's Best Burger Contest, LIKE the Wisconsin Beef Council on Facebook or follow us on Instagram. You can find a map of Wisconsin's 2024 Elite Eight Best Burger restaurants at <https://www.beeftips.com/events/best-burger-contest/2024-wi-best-burger-contest-finalists>.

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The Wisconsin Beef Council is a producer-led 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.

