

IT'S TIME!

November 1-7, 2021

The 4th Annual Macon Burger Week is coming! The Georgia Beef Board, along with Visit Macon, invite you and your restaurant to participate in Macon's beefiest week of the year! Last year's event was a highlight of the year for restaurants and residents and we invite you and your restaurant to be a fun part of 2021!



Contest Rules

1. **There must be a cooked Beef patty on the burger**, no other protein measures up to Beef! Plus... the Georgia Beef Board is sponsoring, so it makes sense. Since Beef is tasty at any time of day, other forms are also welcome, like pizza, tacos and desserts, provided that they celebrate Beef burgers. Other than that, we encourage you to be as unique and creative as you like.
2. All participating burgers must be sold for \$7 and cannot already be a current menu item. We encourage you to have add-on's and specials (i.e., pair with a house-brewed beer for \$8, fries and a drink/beer for \$10, etc.) **We know that this year is different, so a \$1 up-charge for take out will be in effect this year.**
3. You will be included in our website, www.maconburgerweek.com **for information and voting, as well as our Facebook page, Instagram account, Passport and the hashtag #MaconBurgerWeek.** Be sure to share this with your audience, the more buzz the better!
4. Macon Burger Week commitment forms are due by **September 17!**
5. **Between September 28th and October 5th**, we will be coming to photograph your burger for our website, social media content and also for voting. Details on date and time will be worked out at a later date.
6. With your commitment you will be listed as a participating restaurant in all of our advertising as well as the passport that will be available on our event website and in all restaurants. **The restaurant that receives the highest number of votes on our website will be awarded a large winner's banner for display, bragging rights for the year, and more!** Trust us, people can't stay away from a creative \$7 burger, so expect this to be a big week for your business!
7. New this year, three (3) awards:
 - The People's Choice Award - The consumer's choice based on taste/appearance/etc. as they pick their favorite and vote!
 - The Cleverly Created Award - The restaurant with the most unique/creative entry, judged by a Cattle Industry rep!
 - The Most Beef Sales Award - The restaurant who sells the most beef by pound because BEEF. It's What's For Dinner!

For more information:
Georgia Beef Board | 478-474-1815
Taylor Evans | taylor.evans@gabeef.org OR Tricia Combes | tricia@gabeef.org