

IT'S TIME!!!!

November 1-9, 2024

The 7th Annual Macon Burger Week is coming! The Georgia Beef Board invites your restaurant to participate in Macon's beefiest week of the year!



BURGER WEEK RULES

1. All participating restaurants must commit to serving their special Macon Burger Week burger throughout the entire event.
2. **All burgers must be made of beef!** Other types of patties (e.g., chicken, pork, vegetarian, or vegan) are not permitted for this event.
3. Each restaurant must create a unique beef burger specifically for Macon Burger Week. This burger should not be a regular menu item. **All Macon Burger Week burgers must be priced at \$10.** A \$1 up-charge for take out can be added. We encourage you to have add-on's and specials (i.e., pair with a house-brewed beer for \$12, fries and a drink/beer for \$15, etc.)
4. Participating restaurants will promote Macon Burger Week on their social media platforms and within their establishments. Be sure to use the official Macon Burger Week hashtag **#MaconBurgerWeek** and tag GBB in your posts. Promotional materials provided by GBB must be prominently displayed in the restaurant.
5. Restaurants will provide total beef sales to the GBB at the end of Macon Burger Week.

**RESTAURANT COMMITMENT FORMS
ARE DUE BY SEPTEMBER 23RD!**

Important Dates to Know

- Sponsorships are due October 1st
- Burger Photos are due October 9th. You can submit a photo with your commitment form or schedule a photo shoot.
- Promotional materials will be delivered October 22-23

AWARDS

PEOPLE'S CHOICE AWARD

The consumer's choice based on taste/appearance/etc. as they pick their favorite and vote!

CLEVERLY CREATED AWARD

The restaurant with the most unique/creative entry, judged by a Cattle Industry professional!

MOST BEEF SALES AWARD

The restaurant who sells the most beef by pound because BEEF. It's What's For Dinner!

**SUBMIT YOUR
COMMITMENT FORM:**



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