



6351 NYS Route 26, Rome, NY 13440
(315) 339-6922
www.nybeef.org

Best NY Burger Competition 2023

The New York Beef Council is launching their annual “Best NY Burger” Competition on April 1st, 2023, with the grand prize winner announced on May 8th, 2023.

Contest Description:

For the 7th year in a row, the New York Beef Council is seeking The “Best NY Burger”. The “Best NY Burger” competition is designed to seek out and promote 100% beef burgers prepared in New York State restaurants. Fueled by the power of social media, Facebook users across the state, targeted through geographical advertising, are encouraged to submit nominations of traditional, multi-layer, or out-of-the-box, beef-centric burgers they’ve enjoyed while dining in New York.

After a one-week nomination period, followed by a two-week voting period of the competition, the Top 10 vote-receiving restaurants will be notified and extended an invitation for their nominations! If accepted, they will need to provide NYBC with a print-ready hi-res photo of their top-nominated burger. The Top 10 selected burgers with photos, will be hosted on the NYBC’s Facebook page and contest website for a voting period of one week. NYBC will tag the restaurants and encourage voting among consumers for their favorite burger!

NYBC will then coordinate the top four people’s choice burger finalists for an in-person cook-off at Onondaga Community College, Syracuse, NY. Each restaurant will be responsible for its own food/burger ingredients and plating. Each restaurant will be allowed to bring up to three (3) participants to the cookoff; restaurants must cook the nominated/winning burger at the competition, and special sauces/sides can be created in advance.

NYBC will provide judges to judge, and choose a top winner from the top four! NYBC will announce the winner via social media at the cookoff. NYBC will provide a statewide press release, plaque presentation, and the winner will be featured in NY’s cattleman’s magazine as well as agricultural and media trades.

This promotion’s timeline draft: (subject to adjustment)

Timeline April 1 – May 8, 2023

April 1–8: Call for Nominations of Restaurants (NYSRA/Food Service/Social Media/Press Release)

April 9-19th: Consumer Voting for every Nomination

April 22: Top 10 Announced! (Top 10 voting is open through April 29th at midnight to decide the top 4)

***May 8th – Top 4 Cookoff/Showdown at: Onondaga Community College, Syracuse, NY at 1 PM**

***May 8th – RULES: Final 4 Cookoff/Showdown at: Onondaga Community College, Syracuse, NY 1 PM**

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Best NY Burger Contest 2023 – Restaurant Rules:

1. Restaurants can promote the contest as they wish, we encourage social media, and other trade media
2. All votes from each round will be based on votes received on the WooBox voting platform only, the link to this voting platform will be on NYBC Facebook posts promoting the competition. Voting can also be found on <https://bit.ly/BestNyBurger>
3. After the Top 10 Burgers are selected, restaurants will have 3 days to submit a Hi-Res photo of their winning burger, top voted burger (no substitutes)
4. NYBC will put the 10 Burgers to a vote on Facebook/tagging in all participating restaurants. There will be one vote per person allowed.
5. The Top 4 restaurants will be invited to participate in the Final Cookoff/Showdown at Onondaga Community College, Syracuse, NY (culinary school kitchen).
6. Each restaurant will be responsible for bringing their own burger ingredients and service ware, menus etc. all other cooking equipment will be provided by OCC. OCC has industry-grade cooking equipment.
7. Each restaurant will be allowed to bring up to three (3) personnel.
8. The cook-off will be a blind taste test for the judges.
9. Criteria will be based on taste and visual appearance, and ranked on a scale of 1-10, the highest score wins.
10. NYBC will provide press releases to the winning restaurant (and Final Top 3 winners throughout the contest).
11. NYBC will provide a \$100 travel gift card/restaurant to cover travel and food for the competition to each restaurant that participates. Gift cards will be given at the final cook-off to those in attendance only.