

Great Lakes Burger Battle Rules:

The Michigan Beef Industry Commission (MBIC) is launching our inaugural Great Lakes Burger Battle. The contest is designed to seek out and promote 100% beef burgers prepared in Michigan restaurants.

Nominations:

Individuals may nominate one Michigan restaurant that has their favorite burger on the menu. Nominations will be taken Monday, March 24th through midnight, Friday, April 18th.

Eligibility:

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 March 24th and April 18th. Voting will end at 11:59 p.m. on Friday, April 18th. To nominate a restaurant for the Great Lakes Burger Battle, go to <https://www.mibeef.org/about-us/upcoming-events/great-lakes-burger-battle>
Follow the on-screen directions to submit your nomination.
2. Burgers must be available on the nominated restaurant's regular menu (i.e not seasonal or other specials).
3. Restaurant must be open for business by the beginning of the nomination period – March 20 – and must be open year-round.
4. A restaurant may only win Great Lakes Burger Battle one time.
5. The Michigan Beef Industry Commission retains the discretion to make all decisions regarding the interpretation of the Official Rules. All decisions of the MBIC are final and discretionary.

Selection of Finalists:

Top ten: Great Lakes Burger Legends

Ten (10) restaurants will be selected as finalists from throughout the state based on the number of nominations each restaurant receives*. MBIC 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. In addition to judging, MBIC will also provide additional promotion and visibility of the Top 10 burgers through a strategic partnership with Michigan influencers. This partnership will include social media features, digital content and other promotional efforts to showcase the winning burgers and the establishments that created them. By participating, finalists agree to allow MBIC and its influencer partners to use images, video and other promotional materials featuring their burgers. Restaurants placing in the top 10, 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.

Judging Criteria:

Selection of the 2025 Michigan'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. The 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 the Great Lakes Burger Battle, LIKE the Michigan Beef Industry Commission on Facebook or follow us on Instagram. You are encouraged to post a photo of your favorite burger on social media using #MIBestBurger and #GreatLakesBurgerBattle.