



## Kentucky Beef Council 2019 Derby Burger Challenge – Official Rules

The Kentucky Beef Council and the Kentucky Derby Festival are proud to announce the Derby Burger Contest! The contest runs from January 14<sup>th</sup> 2019 – March 10<sup>th</sup> 2019.

You must 21 or older to nominate a hamburger recipe. To be eligible for the contest the hamburger must meet the following guidelines:

1. To qualify as a hamburger, the burger must be **100% beef** utilizing Kentucky Cattlemen's Ground Beef although other ingredients may be added in the patty (such as spices, vegetables, etc.) however **no other meats** should be added in the patty.
2. All burgers must be composed of a formed ground beef patty utilizing Kentucky Cattlemen's Ground Beef and 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.
3. The recipe should include **the burger name; list the specific amount of each ingredient in standard US measurements and step-by-step cooking instructions**. All burgers should be cooked to 160° in accordance to safe ground beef cooking guidelines.
4. Recipes that do not follow the contest rules will not be considered.

### Entry Rules

1. Submit your recipe online at [www.kdf.org/beef](http://www.kdf.org/beef) between January 14<sup>th</sup>, 2019 and March 10<sup>th</sup>, 2019.
2. The submission should include a creative description of the burger, including the burger name, ingredients, photo of the burger, and the arrangement of components on the burger. Recipe must be the original creation of the submitter.
3. By entering the contest, all participants consent to the use of their name, photo and recipe without further compensation.

### Selection of Finalists

March 11<sup>th</sup>-13<sup>th</sup> 2019, eight (8) burgers will be selected as finalists by a panel of judges based on the descriptions submitted online. March 15<sup>th</sup>-21<sup>st</sup> all eight burgers will be promoted on social media along with a dedicated website to allow Kentucky Derby Festival fans to vote for the final four burgers. On Friday, March 22<sup>nd</sup>, the top four finalists will be announced and the cook off will take place at the Kroger store in Prospect (5929 Timber Ridge Dr, Prospect, KY 40059) on Monday, March 25<sup>th</sup> 5am-9am. The winning burger will be selected by the judges.

### Judging Criteria

The judging panel will be composed of:

- Representative of a Local Food Influencer
- Representative of Kentucky Beef Council/Farmer
- Representative from WDRB
- Representative from Kentucky Derby Festival

The following guidelines will be used in preliminary judging:

- Creativity
- Burger descriptions that will make the judges crave a taste!
- Ease of Preparation

The following guidelines will be used in final judging:

- Taste
- Appearance
- Creativity
- Ease of Preparation

### **Prizes**

The winner will receive:

- 4 tickets to a concert at Kroger's Fest-a-Ville
- 4 VIP tickets to Thunder Over Louisville
- 2 tickets to BeerFest at Kroger's Fest-a-Ville
- \$100 gift certificate to Kroger
- Featured inside Louisville Kroger stores, including the recipe ingredients and recipe card
- Featured samples inside Kroger's Fest-a-Ville at the Kentucky Derby Festival BeerFest, May 1st, 2019.
- A grilling prize pack from the Kentucky Beef Council