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## **Newport Burger Bender is Back with Even More to Sink Your Teeth Into**

*Local restaurants will still compete for burger bragging rights but they'll also have the opportunity to enter more than one burger for the first time in the competition.*

Newport (R.I.) January 16, 2020 – Newport and Bristol Counties' most savory burger contest, the Newport Burger Bender, returns Feb. 14 to 23, 2020 with even more mouthwatering ways to shake off winter's cabin fever.

While the tasty tenets of the Burger Bender people have come to know and love for the past three years will remain the same, there are some changes this year (though the event will continue to coincide with the Newport Winter Festival). For the first time ever, restaurants will be permitted to submit *two* burgers if they choose: one beef-based burger and one plant-based or non-beef burger (veggie/vegan, turkey, lamb, seafood, etc.). The reason for this addition is to further expand the availability of beef alternatives when it comes to getting your burger fix. As such, the popular vote-driven People's Choice Award will be given to burgers in **each** of the two categories: beef and plant-based/non-beef.

Restaurant winners in **each category** will receive:

A \$500.00 prize

Free registration in the 2020 Fall Newport Restaurant Week (\$300 value)

A complimentary Featured Listing for 12 months on DiscoverNewport.org (\$1200 value)

The coveted Newport Burger Bender trophy (plus bragging rights)

All participating restaurants will pay a Burger Bender entry fee of \$100 whether submitting one or two burgers. Each burger will be individually photographed and featured on DiscoverNewport.org along with a detailed description provided by its creator. Restaurants will also be provided customized menu inserts with their burger entries promoting their entry to encourage customers to order, enjoy and vote. The Newport Burger Bender will be widely advertised via an integrated marketing campaign in key markets.

“Whether messy, meatless or monumental; goopy, grass fed or with grilled onions; tangy, tart or triple-pattied, we’re expecting our local chefs to be both calculated and creative when it comes to this year’s Burger Bender entries,” said Julie Grant, Discover Newport’s Digital Marketing Manager and the contest’s organizer.

Diners can tag their burger photos on social media with the hashtag [#NewportBurgerBender](#). Tagged photos will be automatically entered to win giveaways from Discover Newport.

#### **ABOUT DISCOVER NEWPORT**

Discover Newport is the official destination management organization (DMO) dedicated to promoting the City of Newport and the eight surrounding coastal townships in Newport and Bristol counties, Rhode Island. These include Barrington, Bristol, Jamestown, Little Compton, Middletown, Newport, Portsmouth, Tiverton and Warren. As a non-profit organization, Discover Newport partners with stakeholders throughout our tourism and hospitality industry to market the region as a premier destination for business and leisure travel. DiscoverNewport.org

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