

**TASTE
&
RATE**



**JAN
2-31**



**D O W N T O W N
BURGER BATTLE**



Direct Impact

\$436,606 SPENT

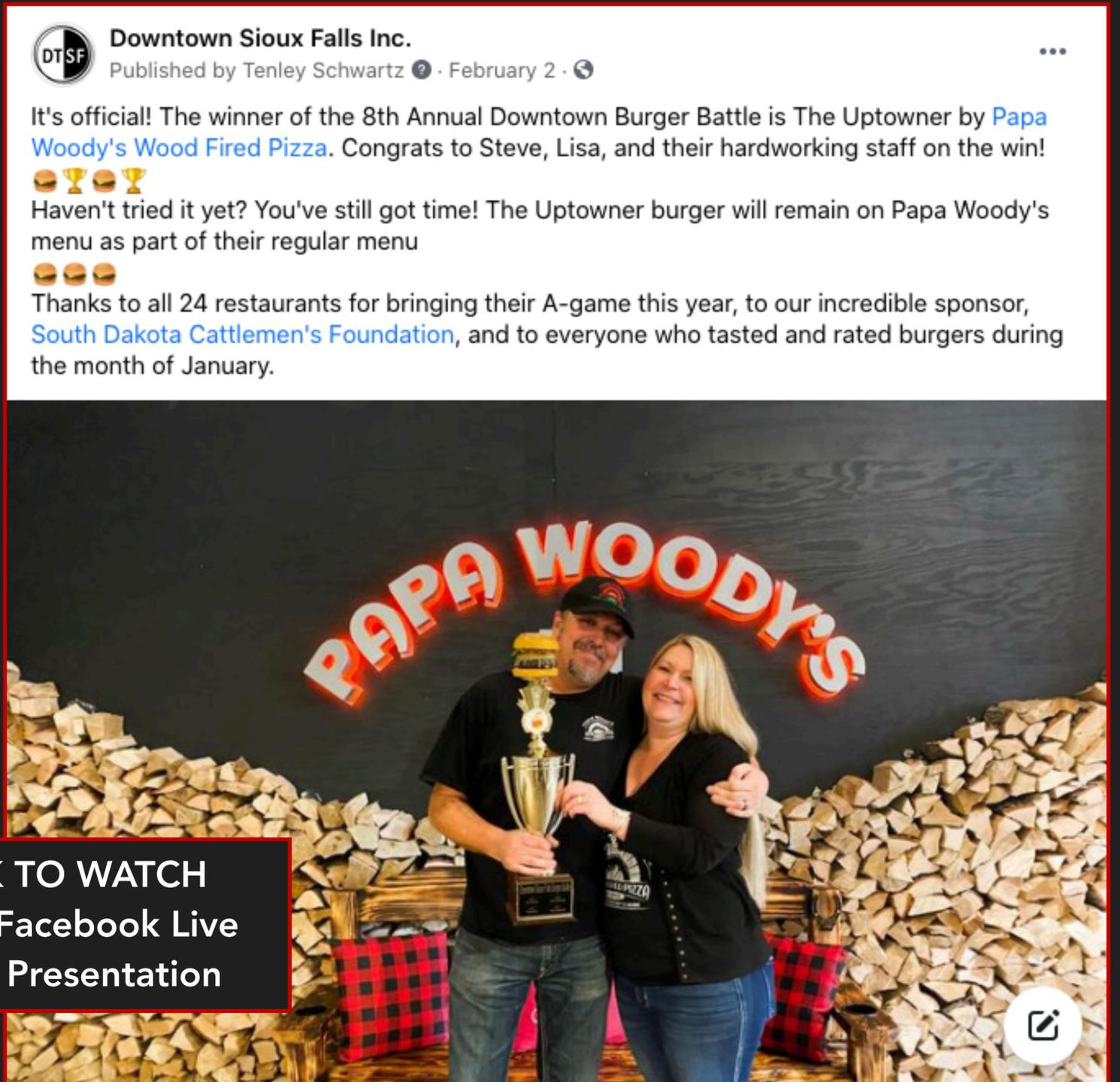
Restaurants reported prices and the number of burgers sold. This was a 63% increase compared to \$268,344 in January 2020.

24 PARTICIPATING RESTAURANTS

Most restaurants that has ever participated in Burger Battle. Compared to 16 in January 2020.

31,000 BURGERS SOLD

Restaurants reported burgers sold during the month of January 2021 compared to 19,000 in January 2020.



CLICK TO WATCH
DTSF's Facebook Live
Award Presentation

Economic Impact

\$940,850 SPENT

Estimated total spending resulting from Burger Battle, based on the Arts & Economic Prosperity Study for Sioux Falls.

Fernson Brewing Company
January 2 · 🌐

Burger Battle starts today, and we're swinging for the fences! The Big Beefy Boy™ is a double patty burger topped with pot roast, house-made beef bacon, Tipperary Irish cheddar, and pepper cream gravy. It comes with our taproom fries and is available to stay or to go. Use Grubhub or call 605.789.2012 – burgers will be wrapped and gravy comes on the side for maximum freshness at home.



2400 / 7200 Points

Burger Battle

Get in the Action!

4,231 Votes Ends in 2d 4h 24s

Select an entrant to cast your vote.

- Ode to Food and Drink
Bankin' on Bacon
- Blarney Stone Pub
 Mac and Cheese
- M.B.Haskett's Delicatessen
 PickleSplosion

Lance A White
January 28 · 🌐

Day started EXTRA early this morning 😊



5:51 / 7:00

Scott Engen Dakota News Now
January 28 · 🌐

This is the last weekend to try out this year's competition burgers for the 8th Annual Downtown Sioux Falls Burger Battle, so take advantage! Thank you [Chef Lance's On Phillips](#), [Swamp Daddy's Cajun Kitchen](#), and [Downtown Sioux Falls Inc.](#) for waking up with me this morning!

You, Melanie Huston, Jenny White and 25 others 2 Comments



Social Media Impact

 **Downtown Sioux Falls Inc. with South Dakota Cattlemen's Foundation.**
Paid Partnership · 🌐

It's time for round 3 of Burger Battle gift card winners! Want a shot at winning a \$25 restaurant gift card during Burger Battle?

Complete all 3 steps to enter:

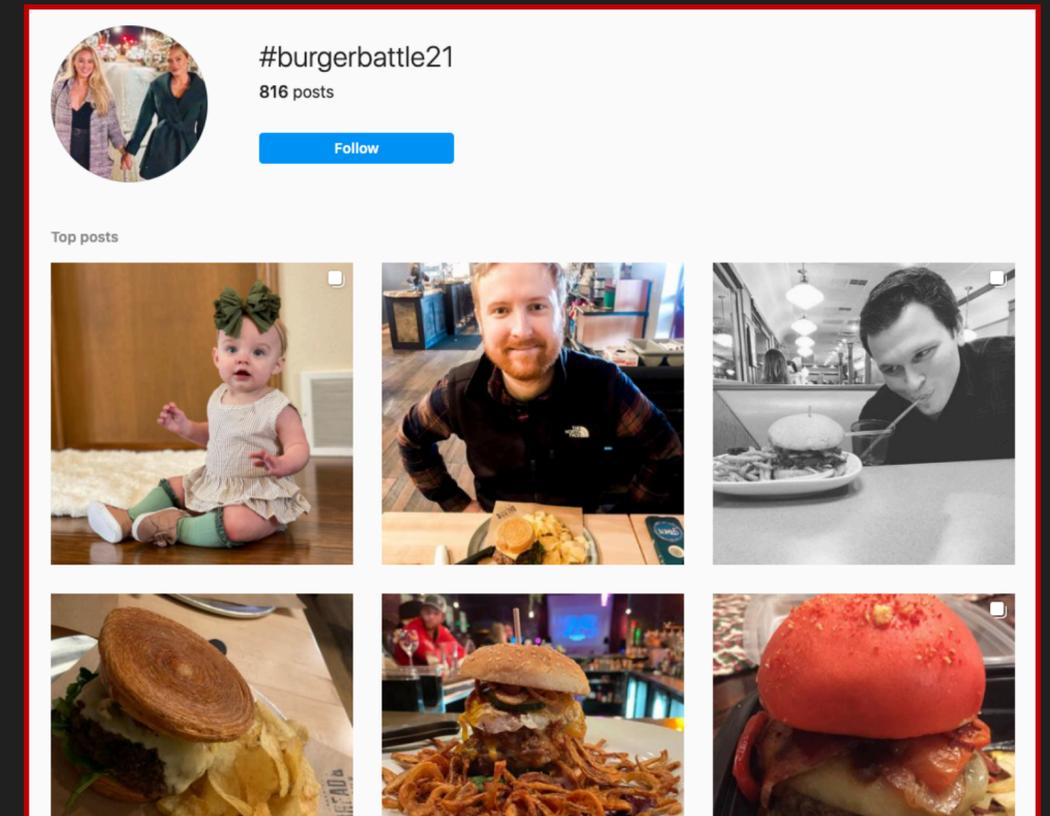
1. Post to your Facebook, Instagram, or Twitter feed.
2. Tag the burger battle restaurant.
3. Use the hashtag [#burgerbattle21](#)

Go forth and enjoy some burgers!



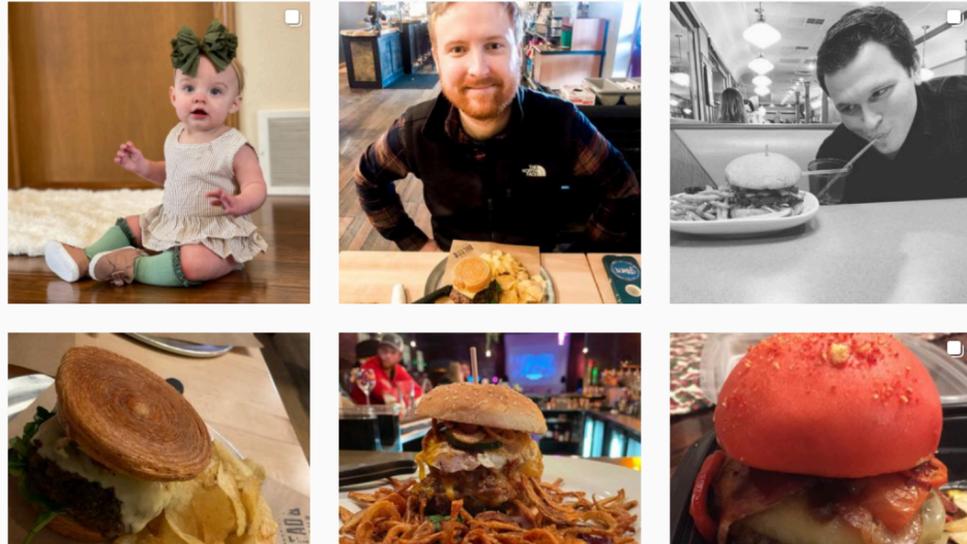
1,313 INTERACTIONS
853,000+ IMPRESSIONS

#BurgerBattle21
Facebook, Instagram, and Twitter.
580 interactions in January 2020.

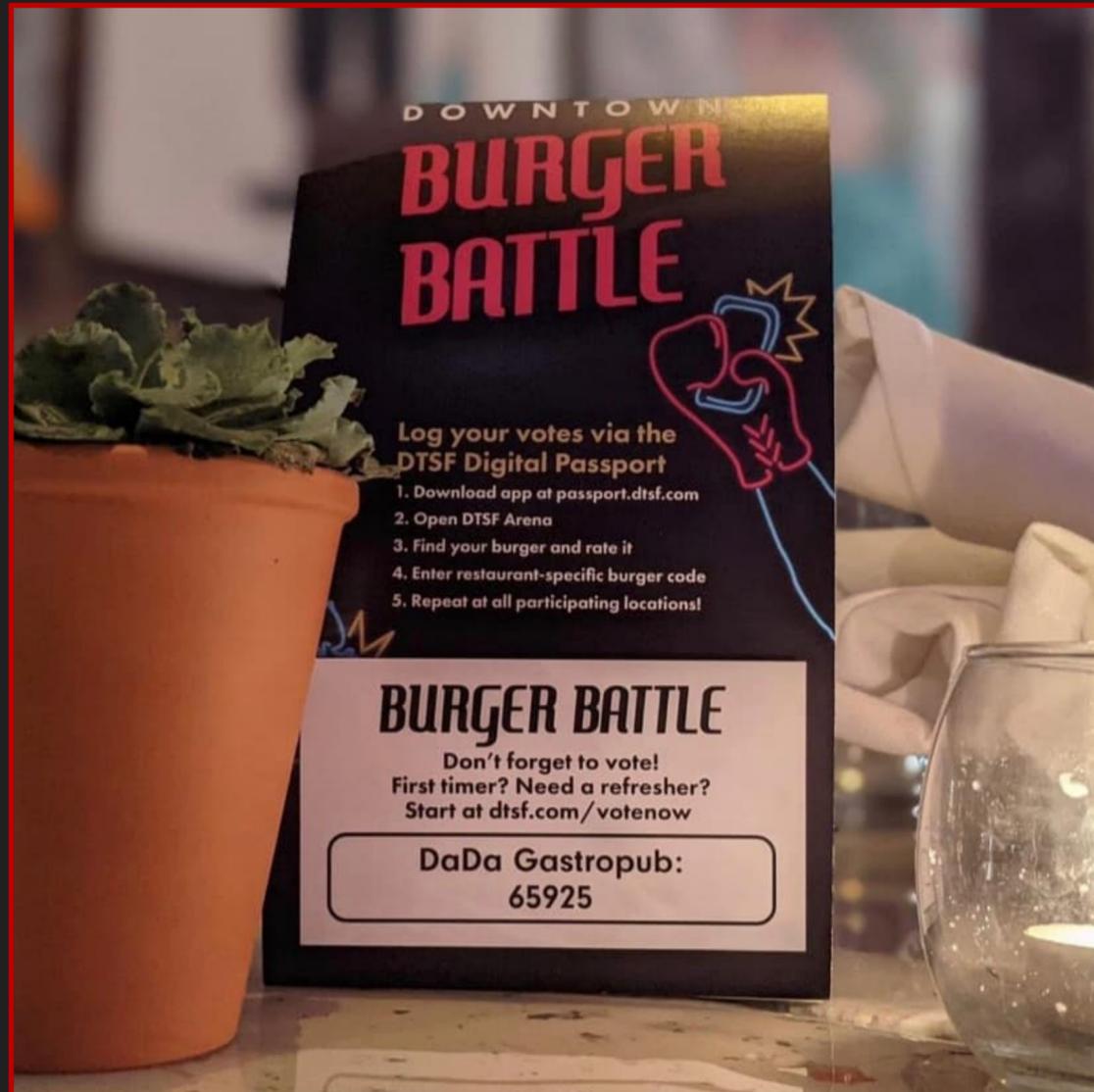


#burgerbattle21
816 posts
Follow

Top posts



Marketing Collateral



Facebook & Instagram Stories

BURGER BATTLE

THIS OR THAT

Takeout Socially-Distant Restaurant Hang

Try Them All Sample A Few

Cheese Fresh Greens

Fries Potato Chips

Wild Flavors Classic Burger


SOUTH DAKOTA CATTLEMEN'S
FOUNDATION



TAG FRIENDS:



BURGER BATTLE BINGO

Blaney Stone The Guilt Forker	Wileys Farmer's Break Burger	Bread & Circus Burger Wellington	The Treasury The Waygu	TommyJack's Pub The Kah
Chef Lane's Market Burger	Crave Mac & Cheese Lovers Burger	Crawford's Brie and Apple Burger	Fall Landing The Tasty Burger	PAve Dr. Love
Swamp Daddy's The Who Dat Burger	Parker's Bistro Le French Burger		Ode to Food & Drinks Ode to Delicious Burger	Five Guys Bacon Cheeseburger "All the Way"
DaDa Gastropub Burger #5	Minervas The Classic	Papa Woody's The Intender	Leonardo's Cafe Blue Leo	MacKenzie River THE PIZZA Burger
Fernson Downtown Big Boy Burger	EightyOne Arcade Bar The Bread Burger	Phillips Ave Diner Sriracha Chili Cheese Burger	Holiday Inn City Centre Santitas Burger	JL Beers Smokey the Beer Cheese Burger


SOUTH DAKOTA CATTLEMEN'S
FOUNDATION



Cultural Impact

Intoxibakes

January 9 at 3:37 PM · 🌐

Now through the end of January, purchase a Burger Battle cupcake (big enough for 2!) and \$1 will be donated to the [Sioux Falls Area Humane Society](#). You can also register to win this big fluffy puppy! As always you can drop off donations for the Humane Society here as well. 🍔

🐾🐶🐕 #dtsf #BurgerBattle



ESPN 99.1 FM
Sioux Falls Sports Leader

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2021 'DOWNTOWN SIOUX FALLS BURGER BATTLE' WRAPS UP THIS WEEKEND

MARC ELLIOTT DAKOTA NEWS NOW | Published: January 29, 2021

Results Radio-Townsquare Media

CLICK TO LISTEN
ESPN Radio's Review



Cultural Impact

Argus Leader.

[News] Sports SFBJ Life Opinion Obituaries E-Edition Legals 38°F

FOR SUBSCRIBERS BUSINESS JOURNAL

Meet 'the Burger Master': 10-year-old Sioux Falls Burger Battle critic says the key to perfection is a good patty

Makenzie Huber Sioux Falls Argus Leader
Published 9:54 a.m. CT Feb. 11, 2021 | Updated 10:57 a.m. CT Feb. 11, 2021

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Farm Progress America, March 11, 2021

MAR 11, 2021

- Field Demos
- New Ag Tech Showcases
- Autonomy Demos
- New Crop Ideas

Winter weather affected cattle slaughter, calving

MAR 11, 2021

Saturday's Role in Cattle Slaughter

MAR 11, 2021

Don't let the green grass fool you!

MAR 10, 2021

BEEF Daily
By Amanda Radke

Burger Battle: South Dakotans chow down for a good cause

TAGS: BEEF QUALITY



Courtesy: Bread & Circus

Prairie Cocoa & Confections
January 16 at 11:32 AM

The "Sweetest Burger"... today at the Jones Building (421 N. Phillips) across from Papa Woody's Pizza until 2:00 or while supplies last ❤️

#battleoftheburgersdtsf2021 #siouxfallsdesserts #battleoftheburgers #eatmoreart



Notice on

Steve's Post

Steve Blumke
22m · 11

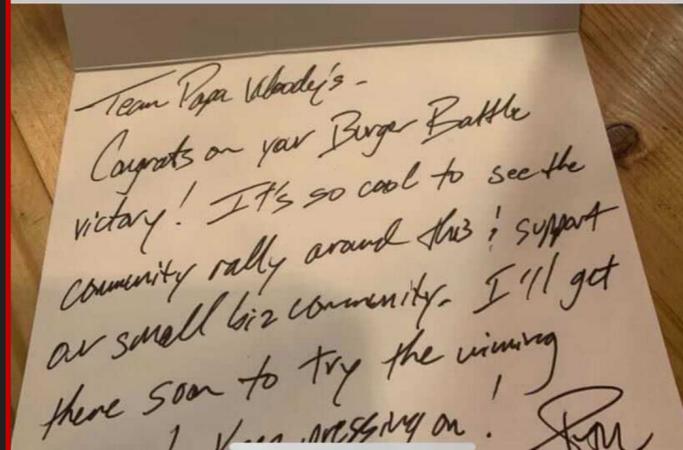
What a great surprise! Nice little card from our Mayor-

11 2 Comments

Like Comment



Like Comment



Team Papa Woody's - Congratulations on your Burger Battle victory! It's so cool to see the community rally around this! Support our small biz community. I'll get there soon to try the winning burger! Keep messing on! Steve



Public Reaction

"It was fun going to all the different places this year! Some places I never knew were there and will definitely enjoy going back. Thank you and looking forward to next year!"

- Darla P.

"Thank you so much! Burger Battle is such a fun event, and you guys do a great job with it. For the last two years, I have been documenting every single burger I've consumed during the Burger Battle on my Instagram Stories."

- Sarah K.

"Thanks so much for all your organization is doing for this amazing city and our spectacular downtown! If you ever need someone to eat 24 burgers in a month again... you know who to call."

- Bob W.



From the Restaurateurs

“The crazy part is we did our usual ‘Saturday Night Pizza’ business on top of that (weekly burger sales)! We were HUSTLING!!! I have to say it was absolutely amazing to see the response to the battle!!! You guys did such an amazing job getting the public interest this year! We cannot thank you enough!”

- Lisa E. owner of participating location

“Thank you again! As always, you and your team did an amazing job! The fact that we still aren't open for lunches, it really impressed me we sold that many! We are very thankful for you putting this together and for the turnout from the community. It helped more than people will ever know! Thanks again!”

- John G. owner of participating location

