

BURGER FEST

BY THE CALGARY ACADEMY OF CHEFS AND COOKS

Restaurant Participation Proposal | November 1–31

Dear Chef, Restaurant Owner, or Food & Beverage Manager,

The **Calgary Academy of Chefs and Cooks** is pleased to invite your restaurant to participate in **Burger Fest**, a month-long celebration of creativity, culinary talent, and Calgary's vibrant restaurant community.

Taking place throughout the month of **November**, Burger Fest will bring together chefs and restaurants from across Calgary and surrounding communities in a friendly culinary competition to discover and celebrate some of the city's most exciting and memorable burgers.

We invite your chef and culinary team to **create an original signature burger specifically for Burger Fest** and feature it on your restaurant's menu throughout the month of November.

THE CONCEPT

Each participating restaurant will create its own unique **Burger Fest entry**.

Chefs are encouraged to showcase their culinary identity, creativity, local ingredients, and innovative approach to the classic burger.

The burger may be traditional, contemporary, gourmet, globally inspired, or completely original. The objective is to give chefs the freedom to demonstrate what they can do with one of Canada's most beloved comfort foods.

Throughout October, guests will be encouraged to visit participating restaurants and experience the different Burger Fest creations.

The festival will culminate in the selection of the **Burger Fest Champions**, based on a combination of professional judging by Calgary Academy of Chefs and Cooks-appointed chef judges and the votes of the dining public.

PROFESSIONAL CHEF JUDGING

Throughout November, designated chef judges from the Calgary Academy of Chefs and Cooks will visit participating restaurants to evaluate each Burger Fest entry.

Judging may include:

- Taste and flavour
- Quality and freshness of ingredients
- Creativity and originality
- Burger construction and balance
- Bun and condiment selection
- Cooking technique and execution
- Presentation
- Overall dining experience

The Academy will establish a standardized scoring system to promote consistency, transparency, and fairness among participating restaurants.

THE PUBLIC'S CHOICE

We believe the people who eat the burgers should have a voice as well.

Restaurant guests will therefore be encouraged to participate in a **People's Choice voting program**, giving diners an opportunity to vote for their favourite Burger Fest burger.

The final competition results will combine the **professional chef judging score and public voting score**, recognizing both culinary excellence and the burger that captures the imagination of Calgary's dining public.

Voting procedures, eligibility, and scoring methodology will be communicated to participating restaurants before the festival begins.

AWARDS & RECOGNITION

Burger Fest is designed to recognize the creativity and hard work of Calgary's restaurant professionals without requiring a large financial prize budget.

The proposed awards include:

Burger Fest Grand Champion

Awarded to the burger achieving the highest combined professional judging and public voting score.

People's Choice Award

Awarded to the burger receiving the highest number of eligible public votes.

Chef's Choice Award

Recognizing exceptional culinary technique, creativity, and execution as determined by the Academy's professional judges.

Depending on participation levels and available sponsorship support, additional recognition may include:

- **Most Creative Burger**
- **Best Use of Local Ingredients**
- **Best Burger Presentation**
- **Best New Burger Concept**
- **Rising Star / Emerging Chef**

WHAT DO THE WINNERS RECEIVE?

The Academy's goal is to make the awards meaningful while keeping the inaugural festival financially sustainable.

Winning restaurants and chefs may receive:

- Official **Burger Fest Champion** trophies
- Certificates recognizing their achievement
- Digital winner badges for use on websites and social media
- Featured recognition in Burger Fest promotional materials
- Recognition through Calgary Academy of Chefs and Cooks communications
- Photography and promotional opportunities
- Recognition at the Burger Fest Awards Celebration
- Eligibility for additional **sponsor-supported prizes**, where available

The Academy will actively seek local sponsors and industry partners to provide additional prizes and promotional opportunities for participating restaurants and winning chefs.

The recognition itself is intended to provide lasting value to participating restaurants—giving winning establishments an achievement they can proudly display and promote to their customers.

All participating restaurants will also receive recognition as **Official Burger Fest Participants**.

BENEFITS TO PARTICIPATING RESTAURANTS

Burger Fest is designed to provide participating restaurants with more than a competition. It is an opportunity to generate excitement around your restaurant, showcase your culinary team, and introduce your restaurant to new and returning guests.

Participating restaurants can benefit from:

- Promotion as an **Official Burger Fest Participant**
- Increased customer engagement throughout November
- An opportunity to showcase your chef and culinary team
- Exposure through Burger Fest promotional materials and Academy communications
- Professional recognition within Calgary's culinary community
- The opportunity to compete for Burger Fest awards
- Inclusion in the official Burger Fest Restaurant Guide/Directory
- Participation in a city-wide culinary celebration
- Networking opportunities with chefs and restaurant professionals
- Recognition as a supporter of Calgary's professional culinary community
- Opportunities for additional exposure through sponsors, media, and promotional partners

Restaurants will also be encouraged to promote their Burger Fest burger through their own social media, website, newsletters, loyalty programs, and in-house marketing.

The Academy will provide participating restaurants with approved Burger Fest promotional assets wherever possible to help make participation easy to promote.

ASSOCIATE MEMBERSHIP

As part of our objective to strengthen relationships between the Calgary Academy of Chefs and Cooks and the restaurant industry, **each participating restaurant will be required to apply for Associate Membership in the Calgary Academy of Chefs and Cooks.**

Associate Membership provides an opportunity for restaurants and food-service businesses to become more closely connected with the Academy, its chefs, culinary professionals, educational initiatives, and industry activities.

We see this membership not simply as a festival requirement, but as an opportunity to build a stronger and more connected Calgary culinary community.

Membership details, eligibility, and applicable fees will be provided during the registration process.

RESTAURANT PARTICIPATION

Participating restaurants will be asked to:

1. Register as an official Burger Fest participant.
2. Apply for Associate Membership with the Calgary Academy of Chefs and Cooks.
3. Create one original Burger Fest burger.
4. Make the burger available to customers throughout the month of November.
5. Provide the Academy with the burger's name, description, photograph, ingredients/allergen information, and menu price.
6. Display approved Burger Fest promotional material at the restaurant.
7. Cooperate with the Academy's judging process.
8. Encourage customers to participate in the public voting process.
9. Maintain consistent quality and reasonable availability of the Burger Fest entry during the festival period.

Restaurants will remain responsible for their normal food preparation, staffing, pricing, food safety, licensing, and operational requirements.

PROMOTION & FESTIVAL GUIDE

The Academy will develop an official **Burger Fest Restaurant Guide/Directory**, featuring participating restaurants and their Burger Fest creations.

Where possible, the Academy will promote participating restaurants through:

- Website and online listings
- Social media
- Restaurant directory/guide
- Media outreach
- Promotional materials
- Academy communications
- Sponsor and partner channels

Participating restaurants will be encouraged to make Burger Fest part of their own October marketing campaign and use the festival as an opportunity to engage their existing customers.

COMMUNITY & CULINARY DEVELOPMENT

An important objective of Burger Fest is to celebrate Calgary's chefs and restaurant professionals while encouraging the next generation of culinary talent.

Where sponsorship and festival revenues permit, the Academy may dedicate a portion of the festival's proceeds toward **culinary education, scholarships, student development, competitions, or other initiatives that benefit the culinary profession.**

This provides restaurants, chefs, and guests with an opportunity to enjoy great food while contributing to the continued development of Calgary's culinary community.

FESTIVAL FINALE & AWARDS CELEBRATION

Following the completion of the November festival, the Calgary Academy of Chefs and Cooks will host a **Burger Fest Awards Celebration**, subject to venue, sponsorship, and available resources.

The celebration may include:

- Announcement of award winners
- Presentation of trophies and certificates
- Recognition of participating restaurants
- Chef and restaurant networking
- Sponsor recognition
- Photography and media opportunities
- Celebration of Calgary's culinary community

Additional details regarding the awards celebration will be communicated to participating restaurants as the festival develops.

BECOME PART OF BURGER FEST

We believe Burger Fest has the potential to become an annual Calgary culinary tradition—one that celebrates chefs, supports restaurants, engages the public, and brings the culinary community together.

For restaurants, Burger Fest is an opportunity to **create something original, put your culinary talent in the spotlight, attract guests, and compete for recognition among Calgary's restaurant community.**

We would be delighted to have your **Restaurant** participate in the inaugural Burger Fest and give your chef and culinary team the opportunity to create a burger that Calgary will remember.

We invite you to register your interest and become part of this exciting culinary celebration.

Federico Jr Causapin

Membership Chair

Calgary Academy of Chefs and Cooks

caccjun@gmail.com

587.581.1554

chefscalgary.ca

[Website / Registration Link]

Thank you for your consideration and for your continued contribution to Calgary's vibrant restaurant and culinary community.

We look forward to welcoming you to:

BURGER FEST

BY THE CALGARY ACADEMY OF CHEFS AND COOKS

November 1–30

Create. Compete. Celebrate.

One city. Many chefs. Countless burgers. One champion.