



Attention New Mexico Restaurant Owners and Chefs!

Edible New Mexico proudly announces the open call for the **Green Chile Cheeseburger Smackdown**, spotlighting New Mexico's most notorious burgers and world-class chefs. The 2019 event is open to all restaurants in New Mexico, and this year promises to be the ultimate battle to become the reigning Green Chile Cheeseburger Chomp.

Does your restaurant have a green chile cheeseburger worth showing off? All New Mexico restaurants and food trucks with a green chile cheeseburger on their menus from July – September are invited to compete in the 2019 Green Chile Cheeseburger Smackdown.

Space is **limited to 15 initial contenders** and is on a **first-come, first-serve basis**, so sign up today by emailing stephanie@ediblenm.com. Act now, deadline to sign up is June 3.

A secret panel of judges will visit all 15 contender restaurants during the month of July to taste your green chile cheeseburger creations. The judges will then determine the final seven contestants, who will be notified on August 7. The seven finalists will cook 800 samples for a hungry crowd at the final Smackdown where judging for “Top Burger” and “People’s Choice Award” will be held at The Bridge at Santa Fe Brewing Co. (37 Fire Pl, Santa Fe) on Saturday, September 7 from 1pm - 5pm. A portion of the proceeds from the tasting event will be donated to Cooking with Kids and the Southwest Grassfed Livestock Alliance.

How it works:

- To enter the competition, restaurant owners or authorized representatives should register their restaurant's interest by emailing stephanie@ediblenm.com and agree to the terms and conditions below.
- The top seven restaurants deemed by the secret panel of judges will be announced on August 7 and will advance to the 2019 Green Chile Cheeseburger Smackdown, held Saturday, September 7 in Santa Fe, where their respective chefs will battle for ultimate burger supremacy. Chefs will cook burgers for both a panel of local food critics and

celebrities, who will select a “Reigning Chomp.” They also get to cook a few hundred burgers for the toughest critics yet—the general public—who will sample burgers from all the finalists before casting votes for the “People’s Choice Award.”

- Smackdown finalists will be paired with at least one product sponsor that will supply at least one ingredient to the chef to help off-set food costs at the event.
- Judging criteria of burger during elimination round and on September 7:
 - Physical appearance
 - Burgerability/Eatability - i.e. can the burger be picked up and eaten with hands
 - Use of local ingredients / sustainability of ingredients
 - Melding of flavors
 - Chile Flavor/Heat

Requirements/Terms and Conditions:

1. Green Chile Cheeseburger Smackdown entrant must be a restaurant or food truck located within New Mexico.
2. Entries must be submitted by authorized restaurant personnel.
3. Home-cooks, residents, private caterers and patrons are NOT eligible to enter.
4. The green chile cheeseburger entry must be a current menu item starting July 1, and must remain on the menu through September 7, 2019 in its competition form.
5. The green chile cheeseburger may be prepared with any patty of choice (i.e. beef, buffalo, lamb, turkey, veggie), but must include cheese and New Mexico-grown green chile.
6. Entering this contest obligates the restaurant to fulfill the following:

Restaurants MUST:

- Know your burger recipe by June 15.
- Participate in one day of a two-day Social Media Crawl in July by providing six of their competing burgers on the assigned night for tasting by social media influencers participating in a blitz to promote the contenders and Smackdown ticket sales. July 30 (ABQ) and July 31 (Santa Fe). Restaurants in outlying areas will be promoted on these days, but not physically visited.
- Promote the Green Chile Cheeseburger Smackdown via table tents and / or menu inserts (provided by *edible*) during the months of July and August with an incentive for diners to try the competing cheeseburger.
- Attend a one-hour operation meeting at Santa Fe Brewing Co. if you are selected as a final contender (any representative from the restaurant can attend) for logistical overview. Date TBA.
- Supply all ingredients, staff, and grill for the Smackdown on September 7 if you move on to the final round, and prepare green chile cheeseburger samples for 800 people (1/4 of a burger or a slider), and 4–8 full burgers for the judges.
Burgers must be cooked onsite at Santa Fe Brewing Co. the day of the Smackdown.

- If unable to fulfill these duties, a restaurant may NOT enter the contest. By entering the contest, an official restaurant representative agrees to all terms & conditions on behalf of the restaurant, and agrees to complete all duties associated with the Green Chile Cheeseburger Smackdown listed above.

What each of the 15 participating restaurants will receive:

- A professional photo shoot of both the smackdown-worthy burger being entered into the contest and a restaurant representative or chef (restaurants receive full rights to use of photos). Video and Instagram stories will be shot at the same time as the photo shoot and used for marketing the restaurants. Photo shoots are scheduled the last two weeks in June.
- Restaurant logo included in all online promotion on ediblesmackdown.com
- Restaurant included in all email promotion via *edible*'s mailing list, TOURISM Santa Fe mailing list and other partners: totaling 50,000+ opt-in subscribers.
- Mentioned in national press releases and local press releases announcing contenders
- Restaurant listed in print ad running in *edible New Mexico*'s Late Summer issue.
- Social Media Influencer program: Your restaurant will be visited by 6 - 8 social media influencers in July. Exact dates TBA. On past social media crawls, the hashtag #ediblesmackdown, generated nearly half a million impressions and trended on Twitter at number 1 regionally for the two days of the crawl.

What each of the 7 finalists in the Smackdown will receive:

- An *edible New Mexico* produced IGTV story to appear on Instagram. The videos will be available for additional promotional use by the restaurant.
- A digital badge for the restaurant's website.
- 5 Smackdown T-shirts for your staff.
- A mention in national press releases and local press releases announcing the finalists.
- Editorial print coverage in *edible Santa Fe*'s Fall issue about the Smackdown's finalists and the winners.
- \$300 stipend to be used towards costs.

What winner will receive:

- A digital badge for the restaurant's website.
- Placement on ediblesmackdown.com acknowledging Reigning Chomp and People's Choice winners for one year.
- A trophy for the winning establishment to display on location.
- A mention in national press releases and local press releases announcing winners.
- Editorial print coverage in *edible New Mexico*'s Fall issue about the Smackdown, the finalists, and the winners.
- For both Reigning Chomp and People's Choice Winners: \$500 to each winning chef.