

## Owensboro Burger Week

The Owensboro Burger Week promotion held by Visit Owensboro produced record sales for Daviess County restaurants. There were over 34,549 specialty burgers sold for \$7 a piece at 38 participating restaurants. Over \$241,843 was spent in nine days on featured burger sales alone. That's a lot of beef consumed!

This year was the third year now that KBC has been the presenting sponsor of the Owensboro Burger Week. This event continues to grow and exceed all expectations, the excitement and participation around this event is electric. This year 38 restaurants participated in the 9-day promotion where their chefs crafted a signature burger to be sold for \$7 dollars. It was such a hit many locations had trouble keeping up with the demand for these specialty burgers.

During my time in Owensboro, we had the opportunity to get area cattlemen immersed into this checkoff-funded promotion by hosting a Cattlemen's Pop-up Event held at The Miller House. This was a chance for cattlemen to catch up with what their Beef Checkoff is doing in their own county to increase beef demand while enjoying a signature burger!