

FOR IMMEDIATE RELEASE

Diner's Delight: Cabarrus Burger Madness Returns on March 1

Month-long event showcases creativity of local chefs with more irresistible burger creations than ever before

CONCORD, N.C. (February 27, 2024) – For the fourth consecutive year, Cabarrus County's month-long celebration of local culinary creativity will kick off on March 1! During Cabarrus Burger Madness, diners are invited to indulge in limited-time burgers at participating restaurants and cast a vote for their favorite. The 2024 contest takes place from March 1-31 and the winner will be crowned on April 3.

New this year, diners can track their tasty tour of Cabarrus County and unlock the ability to vote for their favorite burger with the free Cabarrus Burger Madness mobile pass. Simply visit ExploreCabarrus.com to sign up and the pass is instantly delivered via text and e-mail with no app download required. After checking in at one location, diners unlock the ability to vote and will automatically receive details on how to vote during the voting period from March 24-31.

"This annual favorite foodie event is all about supporting local," said Donna Carpenter, Cabarrus County CVB President and CEO. "We're excited to incorporate a fun, new way for diners to experience these amazing creations from our talented chefs throughout the month of March and discover even more reasons to explore Cabarrus County's dining scene in every season."

Cabarrus Burger Madness 2024 promises more burger creations than ever before with 18 local restaurants participating. Among the contenders are returning champions Johnny Roger's BBQ & Burgers and 2 Gals Kitchen. An interactive map of the participating restaurants, along with mouthwatering photos and descriptions for each specialty burger can be found at ExploreCabarrus.com/BurgerMadness.

Share your experience throughout this month's savory celebration by using #CabarrusBurgerMadness and tagging each local restaurant and @ExploreCabarrus on social media.

Thank you to Michael A. Anderson Photography for the outstanding photos of this year's burgers.

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Photo (from left to right):

Top: Vibe Burger from Vibe Bar & Grill, Chopped Beef Cheeseburger from The Smoke Pit, Pizzazz Burger from Rachel's Place, Country Fried Steak Burger from Table 11, Life's Gouda with Bacon from The Eatery at Southern Strain Brewing Co., Cheesy As Helles Burger from The Speedway Club at Charlotte Motor Speedway

Center: The Cabarrus Cuisine Burger from Johnny Roger's BBQ & Burgers, The Ultimate Brunch Burger from Lee's Sandwich Shop, The Ultimate Grilled Cheese Smashburger from 73 & Main, Mac Madness from Cabarrus Brewing Company, The Cheeetooooooooo Burger from Hilton Garden Grill, Beer Cheese Bacon Burger from Village Corner Comfort Kitchen & Bar

Bottom: The Blackened, Bacon and Blue Smash-Burger from Bubba's Bunkhouse, HAI THAI Burger from 2 Gals Kitchen, Fusion Burger from Wake Up & Eat, Fried Bologna Burger from ACE No. 3, Nemo found a burger! from Barcos Sports & Seafood, The Concord Cuban from Grounds & Vine

About the Cabarrus County Convention and Visitors Bureau

As a globally recognized destination marketing organization through Destination International's Accreditation Program (DMAP), the CCCVB is dedicated to promoting Cabarrus County as a visitor destination and enhancing the complete visitor experience. We also represent and support the interests of the local tourism industry and promote public awareness of the importance of tourism. For more, visit CabCoCVB.com or connect with Explore Cabarrus on social media.

About Cabarrus County, NC

Cabarrus County is in south-central North Carolina in the Piedmont region, about 20 minutes north of Uptown Charlotte. The area encompasses five municipalities: the cities of Concord and Kannapolis, and towns of Harrisburg, Midland and Mt. Pleasant. Known as a hub of engaging experiences, Cabarrus County is home to premier motorsports entertainment, shopping, family-friendly attractions, outdoor adventures, historic sites, charming downtowns, and more.

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