



Explore Gwinnett Announces Return of Gwinnett Burger Week, March 18 - 24
Diners Can Earn Points to Win Prizes for Visits During Ninth Annual Celebration Featuring Limited-Time, Chef-Created Burgers at 21 of the Destination's Locally Owned Restaurants

GWINNETT COUNTY, Ga. (March 1, 2024) – Explore Gwinnett, the official tourism organization of Gwinnett County, today announced the return of its much-anticipated ninth annual [Gwinnett Burger Week](#). Taking place March 18-24, 2024, the weeklong celebration will feature limited-time, exclusive burger creations for just \$10 each at restaurants across the county. New this year, the Gwinnett Burger Week Pass will allow diners to check-in at participating restaurants and gather points to redeem for prizes. Each restaurant check-in garners points, which then can be spent on exclusive Burger Week merchandise from Explore Gwinnett, including t-shirts, totes, sticker packs and more. Diners can also vote for their favorite burger by uploading an image of their receipt to the Burger Week website.

“Each year with Gwinnett Burger Week, we look forward to tasting the incredible new recipes our chefs come up with, while finding unique ways to level-up the event, supporting our locally owned eateries and creating new experiences for the community,” said Lisa Anders, executive director of Explore Gwinnett. “This year’s highly anticipated Gwinnett Burger Week – featuring our new mobile pass – is an excellent opportunity for locals and visitors to earn prizes and experience delectable chef-crafted burgers from some of the best restaurants in the area, at an affordable price.”

This year, 21 restaurants are participating in Gwinnett Burger Week, each featuring an exclusive off-menu burger. A sampling of this year’s offerings include:

- **“Georgia Summer” at Over The Top Burger Bar**, two all-beef smash patties with peach-jalapeño chutney, house-made pimento cheese, candied maple bacon, grilled onions, diced raw onion, pickles and mouthwatering signature sauce.
- **“BBQ Smash Burger” at Tannery Row Ale House**, a double smash burger with coleslaw, pickled jalapeños, provolone cheese, barbecue sauce and fried pickles on top.
- **“UJ Philly Style Cheesesteak Smash Burger” at Universal Joint**, a 4-ounce beef patty seasoned with a special blend of spices covered with a mix of grilled onions, peppers, mushrooms and topped with American cheese, all served on a toasted brioche bun.

Powered by technology company Bandwango, the new Gwinnett Burger Week Digital Pass is free, requires a quick sign-up, no app to download, and will auto-check diners in when they arrive at a participating restaurant. Participants who track their dining experience at 10 or more restaurants throughout the week

will be inducted in the Gwinnett Burger Week Wall of Fame, with their photos displayed on Explore Gwinnett's website.

Diners can sign up for the Gwinnett Burger Week Pass at Pass.ExploreGwinnett.org by providing their name, e-mail address and mobile phone number. A link is then sent to their mobile phone, which opens the passport and directs the user to add the passport icon to their home screen, where they can access it any time.

For a full list of participating restaurants and limited-time burger offerings, visit www.ExploreGwinnett.org/Gwinnett-Burger-Week. For more information about Gwinnett Burger Week, visit ExploreGwinnett.org/the-latest/Gwinnett-Burger-Week-Know-Before-You-Go. Stay up-to-date on the latest Explore Gwinnett news by following [@ExploreGwinnett](https://www.instagram.com/ExploreGwinnett) on Instagram or [ExploreGwinnett](https://www.facebook.com/ExploreGwinnett) on Facebook. Diners can share their experience on social media using #GwinnettBurgerWeek.

***MEDIA NOTE:** Gwinnett Burger Week graphics and hi-res images can be found [HERE](#).

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About Explore Gwinnett:

Explore Gwinnett serves as the official tourism organization of Gwinnett County, which consists of 16 suburban cities northeast of Downtown Atlanta. Gwinnett County offers award-winning dining ranging from authentic Asian fare to southern delights, an abundance of shopping, arts programming, outdoor activities and more. Locals and tourists alike can explore various culinary offerings with special year-round events including Sippin' in the Suburbs Beer Tours and Seoul of the South Food Tours. Gwinnett County is a flourishing community for artists which benefits from the Explore Gwinnett-managed Gwinnett Creativity Fund. Explore Gwinnett works to increase economic impact and promote Gwinnett County as a tourism destination by serving over 100 hotels and driving over \$94M in annual visitor tax revenues. In addition to its booming tourism industry, Gwinnett County serves as a thriving production hub for popular films and television series.

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