



PLATINUM

Presents

WRAPBOOK



Houstonia.

BURGER



BASH

2014

July 10

6pm to 9pm

at

Jaguar Houston Central

7025 Old Katy Road

A mouth-watering-damn-that-was-good experience

TICKETS \$25 or TWO TICKETS for \$40 • Includes BURGERS, BEER, SPIRITS and MORE!

Featuring Chef's choice burgers from:

BEAVER'S / BRASSERIE 19 / FUDDRUCKERS / HAVEN / JONATHAN'S THE RUB
LOWBROW / RADICAL EATS / SULLIVAN'S / THE BURGER PALACE / TRENZA

houstoniamag.com/burger

EVENT OVERVIEW



On July 10th 400+ guest joined us at Jaguar Central and enjoyed:

Food + Drink:

10 Burger Vendors

Unlimited Beer by Bud Light Platinum

Wine by Selmo Wines

Cocktails by Deep Eddy

Entertainment:

DJ Senega

Caricature Artists

Photo Booth

Silhouette Artist

Emcee'd Judging Competition

Non Profit Beneficiary: Covenant House

\$1,400 Proceeds from Raffle

SPONSORS



GARY GREENE



Selmo Wines
Great Italian Wines

What's the Occasion?
CREATIVE CAKERY



VENDORS



HAVEN
a seasonal kitchen



Jonathan's THE RUB
AND CATERING



LOWBROW



SULLIVAN'S
STEAKHOUSE

the Burger Palace
Houston's Best Kobe Beef Burger

Trenza

EVENT PHOTOS



EVENT PHOTOS



EVENT PHOTOS



PRINT



Presents

YOU'RE INVITED

#Burgerbash



2014

July 10

6pm to 9pm

at

Jaguar Houston Central

7025 Old Katy Road

A mouth-watering-damn-that-was-good experience

SPONSORED BY



TICKETS \$25 or TWO TICKETS for \$40 • Includes BURGERS, BEER, SPIRITS and MORE!

Featuring Chef's choice burgers from:

BEAVER'S / BERNIE'S BURGER BUS / BRASSERIE 19 / THE BURGER PALACE
FUDDRUCKERS / HAVEN / JONATHAN'S THE RUB / PISTOLERO'S / PUNK'S / TRENZA

houstoniamag.com/burger

PRINT



Houstonia. BeneFêtes

PEOPLE / PLACES / EVENTS / OPENINGS

WHAT
Houstonia Burger Bash

WHERE

Jaguar Houston Central, July 10

BURGER BITES

Jonathan's The Rub, Burger Palace, Fuddrucker's, Lowbrow, Haven, Sullivan's, Brasserie 19, Trenza, Beaver's, Radical Eats

SPONSORS

Bud Light Platinum, Deep Eddy Vodka, Jaguar Houston Central, Better Homes and Gardens Gary Greene, Kroger, What's the Occasion Creative Cakery, Selmo Wines, Evamor Artesian Water

OVERHEARD

"Is that foie gras?"

WINNERS

Sullivan's for Best Burger judges' choice; Brasserie 19 for Best Burger people's choice; Radical Eats for Best Presentation

250

Attendees

BY KATHARINE SHILCUTT



PHOTOS BY TETZ PHOTOGRAPHY/LOUDES



DIGITAL



YOU'RE INVITED #Burgerbash

BUD LIGHT PLATINUM
Presents

Houstonia.

BURGER BASH

2014

July 10
6pm to 9pm
at
Jaguar Houston Central
7025 Old Katy Road
21 & UP

SPONSORED BY

JAGUAR HOUSTON - CENTRAL

DEEP EDDY VODKA

A mouth-watering-damn-that-was-good experience

TICKETS \$25 or TWO TICKETS for \$40 • Includes BURGERS, BEER, SPIRITS and MORE!

Featuring Chef's choice burgers from: BEAVER'S / BERNIE'S BURGER BUS / BRASSERIE 19 / THE BURGER PALACE / FUDDRUCKERS HAVEN / JONATHAN'S THE RUB / PISTOLERO'S / PUNK'S SIMPLE SOUTHERN FOOD / TRENZA

[Click for Tickets](#)

Unfortunately, this event is sold out. No tickets will be available at the door. More Houstonia signature events coming soon!

YOU'RE INVITED #Burgerbash

BUD LIGHT PLATINUM
Presents

Houstonia.

BURGER BASH

2014

July 10
6pm to 9pm
at
Jaguar Houston Central
7025 Old Katy Road
21 & UP

SPONSORED BY

JAGUAR HOUSTON - CENTRAL

DEEP EDDY VODKA

A mouth-watering-damn-that-was-good experience

SOLD OUT

TICKETS \$25 or TWO TICKETS for \$40 • Includes BURGERS, BEER, SPIRITS and MORE!

Featuring Chef's choice burgers from: BEAVER'S / BRASSERIE 19 / FUDDRUCKERS / HAVEN / JONATHAN'S THE RUB LOWBROW / RADICAL EATS / THE BURGER PALACE / TRENZA

SPONSORED BY



GARY GREENE



What's Occasions? CREATIVE CARRY

Selma Wines Great Italian Wines



INVITATION E-BLASTS
AVERAGE OPEN RATE: 29%
TOTAL IMPRESSIONS: 19,359

DIGITAL



728x90



160x600



300x600



300x250



415x100

DIGITAL



Houstonia.
On THE Town
 TOP PICKS FOR ARTS, CULTURE & EVENTS

FIND AN EVENT THEATRE DANCE CONCERTS FILM ART



THE LATEST FASHION AND STYLE NEWS

FASHION & TRENDS FASHION FEATURES FIND A SHOP SLIDE SHOWS & VIDEOS

YOU'RE INVITED
BUD LIGHT
PLATINUM
 Presents



July 10
 6pm to 9pm
CLICK FOR - TICKETS -



Weekend: June 13-15
 ...arts and culture events in the ...ple will be talking about on

nia Says Goodbye to Alice
 ...member our talented former intern ...energy, independence, and quirky ...humor. [More >>](#)

JAZZ
MFHAH, a Film Festival Shows
and Movies Go Hand in Hand
 ...the second annual Jazz on ...es includes 16 films and runs for ...ekends this month at the Museum of ...y, Houston. [More >>](#)

THE MUSEUM DISTRICT
nn Park at 100
 ...wind at its back (and \$115 million ...nk), Hermann Park looks to realize ...ers' original vision. [More >>](#)

THE MUSEUM DISTRICT
Can't-Miss Exhibitions
 ...d spend a lifetime going from ...y gallery in the museum district. ...ns, on the other hand, are fleeting.

THE MUSEUM DISTRICT
It Like to Be a Museum
at the MFHAH?
 ...isco Narvizo, working at the ...of Fine Arts, Houston is a family ...ore >>

YOU'RE INVITED
BUD LIGHT
PLATINUM
 Presents

Houstonia.
BURGER
BASH
 2014

July 10
 6pm to 9pm
CLICK FOR - TICKETS -

- SIGN UP FOR HOUSTONIA NEWSLETTERS:
- Gastronaut
 - On the Town
 - Shop Talk
 - Wanderlust
 - Houstonia Events
 - Special Offers
- Like us on Facebook
 Follow us on Twitter
 Follow on Instagram
 Forward to a Friend

LET YOUR CLIENTS KNOW YOU VALUE THEIR BUSINESS

Houstonia.
 PROFESSIONAL SUBSCRIPTION PROGRAM

Each gift JUST \$10.
Get started NOW

- SIGN UP FOR HOUSTONIA NEWSLETTERS:
- Gastronaut
 - On the Town
 - Shop Talk
 - Wanderlust
 - Houstonia Events
 - Special Offers
- Like us on Facebook
 Follow us on Twitter
 Follow on Instagram
 Forward to a Friend

LET YOUR CLIENTS KNOW YOU VALUE THEIR BUSINESS

Houstonia.
 PROFESSIONAL SUBSCRIPTION PROGRAM

Each gift JUST \$10.
Get started

Day Finds
 ...our dad deserves more than another box of golf ...[More >>](#)

Blogger to Follow, Part II
 ...ad on the females. Part II is all about the men. ...Follow them. Be fashionable. [More >>](#)

Camp for Budding Designers
 ...long day camp is everything your creative kiddo ...reaming about. [More >>](#)



inks: These Clothes Don't
 ...ing moisture-wicking, breathable perforation, and ...technology." These smart shirts (and more) will ...st the summer heat. [More >>](#)

esigner Competition
 ...ers presented their perfect "little black dresses" ...e to win scholarship money at this annual ...pics and the winning design in the ...[More >>](#)

& Events

A DIMATTIO: HOUSEWARES
 ...gust 30 "Housewares" the exhibit will change ...u think of housewares, the things that fill your ...

June 11, 2014 | View as web page
Houstonia.
gastronaut
 HOUSTON'S CULINARY UNIVERSE

FIND A RESTAURANT RESTAURANT REVIEWS FIND A BAR FIND A RECIPE



EDITOR'S PICKS
The 8 Spiciest Spots in Little India
 Sweat it out this summer with curry and chaat. [More >>](#)

FOOD TRENDS
Five Places to Get Your Fish Sauce Fix
 From cocktails to desserts, fish sauce is the secret ingredient du jour. [More >>](#)

FIRST LOOK
Peruvian Pleasures at La Guitarra con Sazón
 The new La Guitarra con Sazón brings Peruvian dishes, drinks, and desserts to West Oaks. [More >>](#)

RESTAURANT REVAMP
Nara Is No Longer Just Nara
 Donald Chang debuts a new menu and a new name at his West Ave restaurant: Nara Sushi and Korean Kitchen. [More >>](#)

POPPIN' FRESH
Common Bond: More Than Just Baked Goods
 The new Montrose bakery is about more than just bread—it offers full meals, too. [More >>](#)

TACO TIME
Lone Star Taco Co. Gets a Lone Star
 A new taco joint downtown has potential, but will it pull through? [More >>](#)

NOT ALL GINS ARE ALIKE
Hate Gin? Here's Why You Should Try It Again
 There's a gin out there for you and half the fun is finding it. [More >>](#)

EXOTIC EATS
All Hump, No Cattle
 The camel burger at Sammy's Wild Game Grill

YOU'RE INVITED
BUD LIGHT
PLATINUM
 Presents

Houstonia.
BURGER
BASH
 2014

July 10
 6pm to 9pm
CLICK FOR - TICKETS -

"Mole in 30 minutes: Let your friends think you slaved all day over this recipe from @robwalsh. We won't tell."

- SIGN UP FOR HOUSTONIA NEWSLETTERS:
- Gastronaut
 - On the Town
 - Shop Talk
 - Wanderlust
 - Houstonia Events
 - Special Offers
- Like us on Facebook
 Follow us on Twitter
 Follow on Instagram
 Forward to a Friend

LET YOUR CLIENTS KNOW YOU VALUE THEIR BUSINESS

Houstonia.
 PROFESSIONAL SUBSCRIPTION PROGRAM

NEWSLETTERS
 AVERAGE OPEN RATE: 23%
 IMPRESSIONS: 82,093

DIGITAL



Houstonia f t Google+ Subscribe Promotions Newsletters RSS

WELCOME TO Houstonia.

Tweet 243

Search...

Find It ▾ Houston Restaurants Entertainment Fashion & Shopping Getaways News & Profiles Blogs

SUBSCRIBE to Houstonia

Bars & Nightlife Home & Design Health Real Estate Best of Houstonia Newsletters The Magazine

- Advertisement -

BUD LIGHT PLATINUM Presents **Houstonia BURGER BASH** **July 10 6pm to 9pm** - CLICK FOR TICKETS -

INSIDER GUIDES

More ▶

YOU'RE INVITED

BUD LIGHT PLATINUM Presents **Houstonia BURGER BASH** **July 10 6pm to 9pm** **CLICK FOR TICKETS -**

gastronaut

UP-TO-THE-MINUTE RESTAURANT AND BAR NEWS



A BURGER A DAY Fielding's Wood Grill Brings Its Best Burger Game

These burgers are worth the drive to The Woodlands.

Jun 17, 2014, 9:58am | 1 comment



FIRST LOOK Hop Scholar: Spring's First (and Only) Craft Beer Bar

A craft beer bar in the unlikeliest of places (and from the unlikeliest of people) settles in to Spring.

Jun 16, 2014, 11:49am | 10 comments

INSTITUTIONS

A Taste of Texas Gives a Taste of Texas History

Jun 13, 2014, 10:21am | 1 comment

VEG-MEX

Revisiting Radical Eats

Jun 12, 2014, 2:31pm | 3 comments

FARM TO TABLE

Squash Blossom Season Is in Full Bloom at Hugo's

Jun 11, 2014, 11:46am

More ▶

Most Viewed Most Shared Most Commented

- 1 The 10 Best Macaroni and Cheeses in Town
- 2 25 Hottest Neighborhoods
- 3 Houstonia Says Goodbye to Alice Alsup
- 4 The Montrose Rollerblader Goes National
- 5 Hop Scholar: Spring's First (and Only) Craft Beer Bar
- 6 Where to Watch (Almost) Every World Cup Team
- 7 Take a Staycation: How to Spend 48 Hours in the Museum District
- 8 Is Killen's BBQ Really The Best in Texas?

- Advertisement -

BUD LIGHT PLATINUM Presents **Houstonia BURGER BASH** **July 10 6pm to 9pm** **CLICK FOR TICKETS -**

- Advertisement -

FUN SUMMER CAMP **OHANA** Sun & Skate

OnTown

NEWS AND TOP PICKS FOR ARTS, CULTURE, AND EVENTS

ROS ADS ON HOUSTONIAMAG.COM
AVERAGE CTR: 23%
IMPRESSIONS: 197,431

DIGITAL



Eventbrite Create an event Find events Email Share Tweet Like Questions? Contact the organizer

YOU'RE INVITED

A mouth-watering-damn-that-was-good experience!
THURSDAY, JULY 10, 2014 6-9PM • JAGUAR HOUSTON CENTRAL

Featuring Chef's choice burgers from: BEAVER'S / BERNIE'S BURGER BUS BRASSERIE 19
 BURGER PALACE FUDDRUCKERS HAVEN
 JONATHAN'S THE RUB PISTOLERO'S PUNK'S TRENZA

TICKETS \$25 or TWO TICKETS for \$40 - Includes BURGERS, BEER, SPIRITS and MORE! - 21 & UP

#BURGERBASH SPONSORED BY

Ticket information

TICKET TYPE	SALES END	PRICE	FEE	QUANTITY
Single Ticket	Jul 10, 2014	\$25.00	\$0.00	0
Multiple Ticket - 25% discount	Jul 10, 2014	\$20.00	\$0.00	0

Order Now

Who's Going

Connect to see which of your Facebook friends are going to Houstonia Burger Bash.

Connect with Facebook

Event Details

Houstonia & Bud Light Platinum proudly present

Burger Bash 2014
 A mouth-watering-damn-that-was-good-experience

Thursday, July 10, 2014
 6-9pm

Jaguar Houston Central
 7025 Old Katy Road

Event: 21+

FEATURING:
 Chef's choice burgers from Beaver's, Bernie's Burger Bus, Brasserie 19, The Burger Palace, Fuddruckers, Haven, Jonathan's The Rub, Pistolero's, Punk's Simple Southern Food & Trenzal - Desserts from What's the Occasion Creative Cakery - Open Bar - Entertainment - Valet

PROUDLY PRESENTED BY:
 Houstonia • Deep Eddy Vodka • Jaguar Houston Central • Selma Wines • Evamor Artesian Water

Houstonia.

JAGUAR HOUSTON-CENTRAL

DEEPA EDDY VODKA

Selma Wines Great Italian Wines

evamor

Have questions about Houstonia Burger Bash? Contact Houstonia Magazine

Eventbrite Search for events Discover Sign up Log in Help Create Event

YOU'RE INVITED

A mouth-watering-damn-that-was-good experience!
THURSDAY, JULY 10, 2014 6-9PM • JAGUAR HOUSTON CENTRAL

Featuring Chef's choice burgers from: BEAVER'S / BERNIE'S BURGER BUS BRASSERIE 19
 BURGER PALACE FUDDRUCKERS HAVEN
 JONATHAN'S THE RUB PISTOLERO'S PUNK'S TRENZA

TICKETS \$25 or TWO TICKETS for \$40 - Includes BURGERS, BEER, SPIRITS and MORE! - 21 & UP

#BURGERBASH SPONSORED BY

SOLD OUT

Ticket information

TICKET TYPE	SALES END	PRICE	FEE	QUANTITY
Single Ticket	7h 50m	\$25.00	\$0.00	Sold Out
Multiple Ticket - 25% discount	7h 50m	\$20.00	\$0.00	Sold Out

Who's Going

Loading your connections...

Event Details

Houstonia & Bud Light Platinum proudly present

Burger Bash 2014
 A mouth-watering-damn-that-was-good-experience

Thursday, July 10, 2014
 6-9pm

Jaguar Houston Central
 7025 Old Katy Road

Event: 21+

FEATURING:
 Chef's choice burgers from Beaver's, Brasserie 19, Fuddruckers, Haven, Jonathan's The Rub, Lowbrow, Radical Eats, The Burger Palace, Sullivan's & Trenzal - Desserts from What's the Occasion Creative Cakery - Open Bar - Entertainment - Valet

PROUDLY PRESENTED BY:
 Houstonia • Deep Eddy Vodka • Jaguar Houston Central • Better Homes & Gardens Gary Greene • Kruger • Selma Wines • Evamor Artesian Water

Houstonia.

JAGUAR HOUSTON-CENTRAL

DEEPA EDDY VODKA

BETTER HOMES & GARDENS GARY GREENE

Selma Wines Great Italian Wines

evamor

Have questions about Houstonia Burger Bash? Contact Houstonia Magazine

DIGITAL



facebook Sign Up

Email or Phone Password Log In

Keep me logged in Forgot your password?

EVENTS My Events Calendar Create

YOU'RE INVITED

A mouth-watering-damn-that-was-good experience!

THURSDAY, JULY 10, 2014 6-9PM • JAGUAR HOUSTON CENTRAL

Houstonia BURGER BASH

BEAVER'S • BERNIE'S BURGER BUS • BRASSERIE 19 • BURGER PALACE • FUDDRUCKERS • HAVEN • JONATHAN'S THE RUB • PISTOLERO'S • PUNK'S • TRENZA

Chef's choice burgers

TICKETS \$25 or TWO TICKETS for \$40 • INCLUDES BURGERS, BEER, SPIRITS and MORE!

10 Houstonia Burger Bash

Public - Hosted by Houstonia Magazine

Join Save Invite

Thursday, July 10 at 6:00pm - 9:00pm in CDT

Jaguar Houston Central

Tickets Available www.eventbrite.com Find Tickets

English (US) Privacy Terms Cookies More Facebook © 2014

A mouth-watering-damn-that-was-good experience, featuring chef's choice burgers from Beaver's, Bernie's Burger Bus, Brasserie 19, The Burger Palace, FuDDRuckers, Haven, Jonathan's The Rub, Pistolero's, Punk's and Trenz-a—not to mention an open bar, entertainment, valet and more!

Proudly presented by Bud Light Platinum, and sponsored by Deep Eddy Vodka, Jaguar Houston Central, Selmo Wines and Evamor Artesian Water.

This event is 21+.

POSTS

Houstonia Magazine updated the event photo in Houstonia Burger Bash. June 10 at 7:27am

Like Comment Share 7 1

Yvette Villarreal is going. June 9 at 3:03pm

View 1 more comment

Yvette Villarreal I didn't know you liked burgers 😊 June 9 at 3:29pm Like

Jorge Ernesto Gutiérrez Centú The baby likes burgers 😊 June 9 at 9:00am Like 1

Yvette Villarreal Lol pues andá! Bring the baby ...I'm sure she'll enjoy the open bar too 😊 June 9 at 9:44pm Like

Hillary Getz is going. June 7 at 11:26am

Brandi Romero likes this.

Melissa Solis Hollinger is going. June 5 at 8:47am

Carmen González Casas likes this.

Eileen Ruiz is going. June 5 at 3:16pm

Frank N Debbie likes this.

Houstonia Magazine changed the location to Jaguar Houston Central. June 5 at 8:35pm

Like Comment

Virginia Hernández-Yalibat is going. June 3 at 2:46pm

Jesse Figueroa and Mystic Tiger like this.

April Sanchez is going.

facebook Sign Up

Email or Phone Password Log In

Keep me logged in Forgot your password?

EVENTS My Events Calendar Create

YOU'RE INVITED

A mouth-watering-damn-that-was-good experience!

THURSDAY, JULY 10, 2014

Houstonia BURGER BASH

BEAVER'S • BERNIE'S BURGER BUS • BRASSERIE 19 • BURGER PALACE • FUDDRUCKERS • HAVEN • JONATHAN'S THE RUB • PUNK'S • RADICALEATS • TRENZA

Chef's choice burgers

TICKETS \$25 or TWO TICKETS for \$40 • INCLUDES BURGERS, BEER, SPIRITS and MORE! • 21 & UP

10 Houstonia Burger Bash

Public - Hosted by Houstonia Magazine

Join Save Invite

Thursday, July 10 at 6:00pm - 9:00pm in CDT

Starts in about 8 hours

Jaguar Houston Central

Tickets Available www.eventbrite.com Find Tickets

English (US) Privacy Terms Cookies More Facebook © 2014

A mouth-watering-damn-that-was-good experience, featuring chef's choice burgers from Beaver's, Bernie's Burger Bus, Brasserie 19, The Burger Palace, FuDDRuckers, Haven, Jonathan's The Rub, Punk's and Trenz-a—not to mention an open bar, entertainment, complimentary valet parking and more!

Proudly presented by Bud Light Platinum, and sponsored by Deep Eddy Vodka, Jaguar Houston Central, Better Homes and Gardens Cary Greene, Kroger, What's the Occasion Creative Cakery, Selmo Wines & Evamor Artesian Water.

This event is 21+.

POSTS

Ewart G. James Jr. is going. 8 hrs

Nancy Moore likes this.

Christine Habash Johnson is going. 15 hrs

Erin Rosemond Spencer and Kim Padgett like this.

Steven Clements is going. July 8 at 10:02pm

Tweyla Hall and Phyllis Wagner like this.

Steven Clements I did not act fast enough. It is sold out. July 8 at 10:12pm Like

Tweyla Hall maybe next time. Yesterday at 6:13am Like

Casey Drewes Ebel is going. July 8 at 3:21pm

Jamie Schwartz Kinder likes this.

Houstonia Magazine updated the event photo in Houstonia Burger Bash. July 8 at 7:43am

Like Comment Share 1

Dana Hollingsworth is going. July 7 at 10:58am

Jim Hollingsworth I thought you said it was sold out. Did you have to kill someone? 😊 July 7 at 9:59pm Like

Michel Muylle Sold out??? Houston, TX July 7 at 3:53pm Houston, TX

Share

DIGITAL



WELCOME TO
Houstonia.
HOUSTON'S #1 SELLING LOCAL MAGAZINE!



"Ground Rules" for Burger Bash!

Houstonia's staff can't wait to see you all at Burger Bash tonight! The event is sold out and it's going to be a great night.

Food

We have 10 fabulous restaurants providing burgers for your benefit and eating pleasure:

Beaver's, Brasserie 19, Puddrucker's, Haven, Jonathan's the Rub, Lowbrow, Radical Eats, Sullivan's, The Burger Palace, and Trenza.



Drinks



Cocktails, beer and wine will be generously provided by Bud Light Platinum, Selma Wines, and Deep Eddy Vodka.

"People's Choice" Award for Best Burger

You'll be choosing the "People's Choice" Best Burger tonight so have your smartphones at the ready. The URL to vote is houstoniamag.com/choice. At the end of the evening we will announce both the People's Choice Winner and the Judge's Choice Winner.

Which burger is best? *

- Beaver's
- Brasserie 19
- Puddrucker's

Instagram Contest

Also, please participate in our Instagram Contest. Tag your photos #BurgerBash and our favorite photo will win \$100 to tonight's winning burger spot.

Map & Directions

[Directions to the event can be found here](#) (complimentary valet is available).



Free Car Service



If you'd like to leave your car at home or at work (which we highly encourage) we have a special benefit for you: Uber is offering \$30 off your first ride with code HOU0014. [Download their app here.](#)

Raffle!

RAFFLE! For a mere \$10 you could win jewelry, restaurant gift certificates, or more and it all benefits Houston's [Covenant House](#). 100% of raffle proceeds will benefit Covenant House so please come feeling generous and you could win.



Final important point: HAVE FUN! It's going to be a great night. See you there!

PRE-EVENT EBLAST
TOTAL IMPRESSIONS: 149
AVERAGE OPEN RATE: 67%

SOCIAL MEDIA



H Houstonia Magazine
Posted by Becca Hersh [?] · July 3

Where will you be next Thursday? We'll be at Jaguar Land Rover Houston Central sampling chef's choice sliders and sipping ice cold Bud Light Platinum at #burgerbash. Join us for a mouth-watering-damn-that-was-good evening! Click here for tickets:

Houstonia Burger Bash
Today at 6:00pm
Jaguar Houston Central
158 people are going

H Houstonia Magazine @HoustoniaMag · 2m
Did you hear about the hamburger who couldn't stop making jokes? He was on a roll! #BurgerBash buff.ly/1usMkMg

9:20 AM - 3 July 2014 · Details

H Houstonia Magazine @HoustoniaMag · 24m
Who will win the People's Choice Best Burger? You decide at Houstonia #BurgerBash 2014! buff.ly/1ptpcyw pic.twitter.com/TUMDUHMGGO

Expand

H Houstonia Magazine
Posted by Becca Hersh [?] · June 10

Who will win the People's Choice Best Burger? YOU DECIDE at Houstonia's Burger Bash 2014, presented by Bud Light Platinum. Buy #burgerbash tickets today!

Houstonia Burger Bash
Thursday, July 10 at 6:00pm
Jaguar Houston Central
57 people are going

H Houstonia Magazine
Posted by Becca Hersh [?] · June 13

Ketchup with your friends and eat your heart out at Houstonia's Burger Bash, presented by Bud Light Platinum, featuring Chef's choice burgers from Jonathan's The Rub, Bernie's Burger Bus, Fuddrucker's and more! #burgerbash tickets available here:

Houstonia Burger Bash
Thursday, July 10 at 6:00pm
Jaguar Houston Central
57 people are going

H Houstonia Magazine @HoustoniaMag · Jun 13
Ketchup with your friends at our #BurgerBash, with sliders from 10 of Houston's best chefs. buff.ly/1okLLCe

View more photos and videos

H Houstonia Magazine @HoustoniaMag · Jun 15
Did you hear about the hamburger who couldn't stop making jokes? He was on a roll! #BurgerBash buff.ly/1xiiQ0X

View more photos and videos

H Houstonia Magazine created an event.
about an hour ago

Houstonia Burger Bash
Thursday, July 10 at 6:00pm
Houstonia Magazine in Houston, Texas
Be the first person to join

H Houstonia Magazine @HoustoniaMag · Jun 22
Chef's choice sliders, ice cold beer, and more—buy your #burgerbash tickets today! buff.ly/1q0uVbi pic.twitter.com/V5aL6RSIQ

Expand

H Houstonia Magazine @HoustoniaMag · Jun 24
Arriving late to Houstonia's #BurgerBash 2014 would be a missed steak. buff.ly/1usLRtv pic.twitter.com/wBpZ493PYI

View photo

DIGITAL



July 16, 2014 | View as web page

Houstonia.
gastronaut
HOUSTON'S CULINARY UNIVERSE

FIND A RESTAURANT RESTAURANT REVIEWS FIND A BAR FIND A RECIPE



BURGER BITES
Grubbing Down at Grub Burger Bar
The College Station import is drawing crowds at CityCentre. [More >>](#)

JUST DESSERTS
The S'Mores Macaron at Sweet Houston
What the world has long needed: a cocoa macaron shell filled with marshmallow fluff, the whole thing topped with glistening melted chocolate and crushed bits of cinnamon graham crackers. [More >>](#)

MEXICAN & MARGARITAS
The 10 Essential Taco Trucks
The fancy-food-truck fad may be fading, but good, old-fashioned taco trucks are here to stay. Here are a few worth seeking out. [More >>](#)

HOUSTONIA'S 2014 TEX-MEX SURVEY
MEXICAN & MARGARITAS
Our Tex-Mex Survey Results
We asked, several hundred of you answered. Should chips and salsa be free? What's your favorite salsa style? What are the most crucial components of Tex-Mex? [More >>](#)

NEWSFIX
Video: Where To Go for the Best Mexican Food in Houston
How do we know the best of all the Mexican restaurants in Houston? Been there, ate that. [More >>](#)



FIERCE COMPETITION
And the Winners of the 2014 Burger Bash Are...
Ten of Houston's best burger joints brought their best burger game at our inaugural Burger Bash. [More >>](#)

Like Tweet

SUN DOWN
at THE GROVE
BEER FOOD MUSIC

Featuring DJ SUN

WEDNESDAYS
JULY 9 - SEPTEMBER 17
5:30 - 8:00 PM
[www.thegrovehouston.com/sundown](#)

SIGN UP FOR HOUSTONIA NEWSLETTERS:

- **Gastronaut**
- **On the Town**
- **Shop Talk**
- **Wanderlust**
- **Houstonia Events**
- **Special Offers**

Like us on Facebook
Follow us on Twitter
Follow on Instagram
Forward to a Friend

LET YOUR CLIENTS KNOW YOU VALUE THEIR BUSINESS

Houstonia.
PROFESSIONAL SUBSCRIPTION PROGRAM

Each gift JUST \$10.
Get started NOW

Houstonia.
50 BEST MEXICAN

Subscribe now & save!
Houstonia.

Houstonia f Google+ Subscribe Promotions Newsletters RSS

Houstonia.
gastronaut

Find It - Houston Restaurants Entertainment Fashion & Shopping Getaways News & Profiles Blogs **SUBSCRIBE to Houstonia**

Bars & Nightlife Home & Design Health Real Estate Best of Houstonia Newsletters The Magazine

summer sale **cantoni**

OTHER POPULAR CONTENT

- Houston's 15 Best Tex-Mex Restaurants
- 25 Hottest Neighborhoods
- Five Awesome Breakfast Tacos
- The 5 Worst Houston Slogans of All Time

FIERCE COMPETITION
And the Winners of the 2014 Burger Bash Are...
Ten of Houston's best burger joints brought their best burger game at last night's inaugural Burger Bash.
Published Jul 14, 2014, 10:29pm
By Katherine Silcott

SUMMER TAG SALE
30% TO 60% OFF THRU 7/27
SELECT FLOOR SAMPLES + STOCK
PLUS 20% OFF SPECIAL ORDER UPHOLSTERY

Mitchell Gold + Bob Williams
Highest Value / 2014 Wallcoverings Floor

Most Viewed

- Houston's 15 Best Tex-Mex Restaurants
- 25 Hottest Neighborhoods
- Five Awesome Breakfast Tacos
- The 5 Worst Houston Slogans of All Time
- Hell Hath No Wrath
- And the Winners of the 2014 Burger Bash Are...
- Top Things To Do This Weekend: July 11-13
- About That Mural at El Big Bad

Most Shared

Most Commented

Most popular Slide Shows & Videos

- Burger Bash 2014
Jul 11, 2014, 1:23pm
- Slideshow: Houston's Five Best Residential Architects
Jun 24, 2013, 11:08pm | 2 comments
- The Gringo's Guide to Pan Dulce
Jun 26, 2014, 11:19pm
- Ben Bridge Grand Re-Opening Celebration
Jul 9, 2014, 9:28pm
- Seven Dates For Under \$20
Jun 17, 2013, 2:02pm
- Houston's Best Desserts
Jun 26, 2013, 11:08pm | 3 comments
- Sneak Peek at The El on White Oak
Jun 4, 2014, 10:33am | 2 comments

VIEW SLIDE SHOW

No matter your preferred style of burger—from luxury to down-home, from carb-conscious to veggie-conscious—you were guaranteed to find a favorite at last night's inaugural Burger Bash. And judging by how quickly our attendees ate their way through our 10 burger restaurants' offerings, *multiple favorites were found.*

Washing down sliders with Deep Eddy cocktails and Bud Light was an ideal way to end an unseasonably cool Thursday evening, and we found many of our guests relaxing outside between bites—something not normally witnessed during a Houston July. We thought most people would stick to the air-conditioned comfort of the Jaguar/Land Rover Central dealership where the Burger Bash was held, but that cool evening breeze proved too alluring.

Fuddrucker's brought its limited-time burger of the month, topped with a tangy bourbon glaze, bourbon caramelized onions, bacon, and blue cheese, all on its signature sweet bun—baked fresh right before the competition. Right next door, fellow competitor **Beaver's** also added blue cheese to its Kobe beef slider—along with sautéed mushrooms and peppers and what they called "locally-sourced truffle oil." It ended up being my personal favorite of the night; I'm a sucker for truffle anything, no matter how divisive the truffle oil issue is.

Beaver's burger via Instagram user *ahquyyet*

Jonathan's the Rib also made excellent use of sautéed peppers in its slider, which owner/chef Jonathan Levine himself was scribbling in the parking lot. The charred

DIGITAL



WELCOME TO
Houstonia.
HOUSTON'S #1 SELLING LOCAL MAGAZINE!



Thanks for making the
Houstonia Burger Bash a success!



Check out photos from the Burger Bash!

On Thursday, July 10, *Houstonia* brought the city's best burgers together under one roof for an all-out burgerstravaganza.

Our raffle benefited the [Covenant House](#) and winners won items from Kendra Scott, Society for the Performing Arts, Vanity Lounge, Siphon, El Tiempo and Beavers. Guest also were treated to complimentary caricatures and silhouettes from Cindi Rose, "World's Fastest Silhouette artist."

[Click here to see photos from the event!](#)

POST EVENT THANK YOU EBLAST
TOTAL IMPRESSIONS: 7,043
AVERAGE OPEN RATE: 22%

DIGITAL



HOW WOULD YOU RATE BURGER BASH OVERALL?

100%

of attendees rated Above Average

HOW WOULD YOU RATE THE FOOD?

96%

of attendees rated Above Average

HOUSEHOLD INCOME FOR THE LAST YEAR?

44%

of attendees have an annual HHI of \$100K+

WHAT WAS YOUR FAVORITE PART OF THE EVENT?

“I loved how friendly and inviting everyone was. Being new to Houston, I like to check out the local events being held and to be surrounded by such genuine people always has me coming back.”

“The food and drinks provided with the entertainment was a great value for the money.”

“There was enough to go around! I was drinking wine, and it was so easy to grab a glass. Cocktails and beer were plentiful, too. And of COURSE, there was more food than we could eat! The availability of everything was such a pleasant surprise. Frequently at events, there are long lines and it feels like you just get a bit here, a tad there...your event was wonderfully plentiful.”

“Not too crowded and plenty to do besides just eat. Fabulous evening!”

SOCIAL MEDIA



Jonathan's The Rub
@jonathansTheRub
We had such a great time at the @HoustoniaMag #BurgerBash last night! Thanks to everyone who tried one of our sliders.

Kelli Janell
@kelliJanell
Thanks @HoustoniaMag for a great event #BurgerBash so good to try do many great talents.

Houstonia Magazine
@HOUSTONIAMAG
And congrats to Best Presentation winner @radicalcats for their falafel waffle burger and Most Original winner @renabouston! #BurgerBash

Colleen B @SmileSomewhere · Jul 10
So many delicious options to try #BurgerBash #burgerparadise #houstonia instagram.com/p/q5NS_4iDHS/

EVENT COLLATERAL



WELCOME TO #Burgerbash
Houstonia
BURGER BASH
2014

Check In

➔

Generously sponsored by:

WELCOME TO #Burgerbash
Houstonia
BURGER BASH
2014

Raffle Tickets

1 for \$10
3 for \$25

All raffle proceeds benefit

Covenant House Texas

*Must be present to win

WELCOME TO #Burgerbash
Houstonia
BURGER BASH
2014

Thanks to our generous sponsors

WELCOME TO #Burgerbash
Houstonia
BURGER BASH
2014

Choose the Best Burger

Be sure to vote at
houstoniamag.com/vote

#Burgerbash

WELCOME TO #Burgerbash
Houstonia
BURGER BASH
2014

Generously provided by:

The Burger Palace
Houston's Best Kobe Beef Burger

Taste & Vote at
houstoniamag.com/vote

WELCOME TO #Burgerbash
Houstonia
BURGER BASH
2014

Generously provided by:

BRASSERIE 19
DIX-NEUF

Taste & Vote at
houstoniamag.com/vote

Taste & Vote
at houstoniamag.com/vote

Visit **Houstonia** on Facebook
to tag your photos!

#Burgerbash

MARKETING REACH OVERVIEW



DIGITAL

-EBLASTS	19,359 IMPRESSIONS	\$19,500
-HOUSTONIA FACEBOOK PROMOTIONS	14,409 FOLLOWERS	\$1,750
-HOUSTONIA TWITTER PROMOTIONS	8,297 FOLLOWERS	\$600
-HOUSTONIA NEWSLETTER ADS	82,093 IMPRESSIONS	\$7,900
-HOUSTONIAMAG.COM ADS	197,431 IMPRESSIONS	\$3,948
-HOUSTONIAMAG.COM SLIDESHOW		\$1,500
-EVENTBRITE PAGE		\$1,500
-FACEBOOK EVENT PAGE		\$1,500

PRINT

-FULL PAGE AD IN JUNE ISSUE	387,499 IMPRESSIONS	\$8,800
-FULL PAGE AD IN JULY ISSUE	387,499 IMPRESSIONS	\$8,800
-2/3 PAGE IN BENEFÊTES SEPTEMBER ISSUE	387,499 IMPRESSIONS	\$4,400

EVENT COLLATERAL

-EVENT INVITATIONS, SIGNAGE, DESIGN, AND PRINTING		\$750
---	--	-------

EVENT PRODUCTION

-EVENT COORDINATION AND PRODUCTION 350 ATTENDEES		\$9,464
--	--	---------

TOTAL EVENT VALUE \$72,412

TOTAL IMPRESSIONS 1,484,086