



## Restaurant News

### Burgers or Wings? Beef 'O' Brady's Wants You to Pick

[2010-06-08] Beef 'O' Brady's will be asking to hear the voices and learn the tastes of its customers by asking them to vote—not for a candidate, but for burgers or wings.

Starting June 7, participating Beef 'O' Brady's locations will launch a "You Can Love Both. But You Have to Pick One for a Chance to Win" promotion, encouraging fans to choose their favorite Beef's menu staple—Legendary Steak-Burgers or Award-Winning Wings.

"Giving our customers the chance to vote for either our burgers or wings will provide excitement in the summer months. We anticipate huge voter turnout from our loyal Beef 'O' Brady's patrons," says Julie Thomas, vice president of marketing.

The polls for the "You Can love Both." promotion open June 7 and close on July 18. The contest calls on all Beef 'O' Brady's customers to vote for either burgers or wings by marking their favorite on the entry form. This feedback will automatically register customers for a chance to win four tickets to the Super Bowl in February 2011 in Dallas. The ticket package includes four tickets to the Super Bowl in February, airfare, three-night hotel stay, rental car, and private motor coach to the big game.