



Sheri Hunter, Marketing Specialist
Phone: (248) 530-1200
Email: BSDinfo@bhamgov.org

Birmingham Shopping District Announces 2024 BirminghamBURGER Competition Winner

BIRMINGHAM, MI, November 5, 2024 – The Birmingham Shopping District’s (BSD) inaugural BirminghamBURGER event – a friendly burger competition among downtown Birmingham’s restaurants – concluded on October 31. The month-long competition featuring a variety of specialty burger creations from top chefs at 18 Birmingham restaurants generated significant interest within the community, garnering over 2,900 burger ratings. Patrons were encouraged to try as many of the burgers as desired throughout the competition and rate each one on taste, presentation and creativity.

The winner of the competition with the highest overall rating and top honors in each category is Adachi! Nestled in the Victorian Peabody Mansion, at 325 South Old Woodward Avenue, this Japanese-inspired restaurant is well known for its diverse menu, specialty cocktails, and full sushi bar featuring options flown fresh from Japan. Its mouth-watering burger titled *Don’t Judge a Book by its Cover*, created by Executive Chef Lloyd Roberts and Executive Sous Chef Eppie Marie, features a katsu burger on a sesame brioche bun with provolone cheese, frisee, bacon jam, caramelized onion, and jalapeno. Due to its popularity, the burger will remain on the lunch menu indefinitely.

“At Adachi, we believe in consistency and quality – serving the perfect cut every single time,” said Executive Chef Lloyd Roberts. “I am blessed and grateful to wake up every morning doing what I love and thinking of how Adachi can continue to push the envelope.” When asked about competing with fellow chefs, he added, “Healthy competition makes everyone get creative and step up their game.”

That sentiment was certainly evident as competition was close, with several restaurants earning high marks from patrons. Hazel’s *Surf and Turf* burger was the overall contest runner up, with Social’s *French Dip* burger coming in third. Honorable mentions with exceptionally high ratings for taste and creativity include Streetside Seafood’s *Four Way Salmon Burger* and Luxe Bar and Grill’s *Luxe Burger*.

“We congratulate Adachi on receiving the people’s choice of Best BirminghamBURGER! We were thrilled to have such incredible participation from our restaurants and the local and regional community for this first-time event! We experienced significant engagement both in-person at many of our restaurants and on our voting platform and social media channels during the event. We look forward to this event returning in October 2025 and cannot wait to see what our local chefs dream up next,” said Erika Bassett, BSD Executive Director.

For a complete list of restaurants, shops and upcoming events and activities in Downtown Birmingham, visit ALLINBirmingham.com. For more information on Adachi, visit adachirestaurant.com. Convenient parking, where the first two hours are always free, is available in Downtown Birmingham’s five municipal structures. For locations, visit ALLINBirmingham.com/park.

Established in 1992, the BIRMINGHAM SHOPPING DISTRICT comprises more than 300 retailers, including clothing retailers, restaurants, salons & spas, and antique shops. The district is also home to offices and a variety of businesses from financial services to technology-based firms. Located among some of the nation's most affluent suburbs, Downtown Birmingham is a center for business, social, cultural, and community activities for Birmingham residents, neighboring communities and regional visitors.