



# Burgers, Ice Cream & Pizza Highlighted During New Epic Food Weeks

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The logo for Epic Food Week is centered on a light blue rectangular background. The word "EPIC" is in a large, white, sans-serif font. Below it, the words "FOOD" and "week" are in a dark blue, bold, sans-serif font. At the bottom, the words "GREAT RIVERS & ROUTES" are in a smaller, white, sans-serif font.

**EPIC**  
**FOOD**  
**week**  
GREAT RIVERS & ROUTES

ALTON - Southwest Illinois is known as a delicious food destination and now the Great Rivers & Routes Tourism Bureau wants to make local foods an epic experience.

Businesses and restaurants that serve up great burgers, ice cream and pizza will be highlighted throughout the summer during Epic Burger Week, Epic Ice Cream Week and Epic Pizza Week.

“We know people enjoy coming to southwest Illinois for our delicious destinations,” said Cory Jobe, President/CEO of the Great Rivers & Routes Tourism Bureau. “Now we want to take it to the next level with our new Epic Food Weeks. These promotions will give businesses the opportunity to promote their epic burgers, ice cream and pizza throughout their specific week and it allows the bureau to highlight their food to travelers.”

The summer will kick off with Epic Burger Week June 14 – 18, followed by Epic Ice Cream Week Aug. 9 – 13 and Epic Pizza Week Sept. 13 – 17. All Epic Weeks run Monday through Friday in order to encourage week day sales for businesses.

Businesses in Madison, Jersey, Calhoun, Macoupin, Montgomery and Greene counties interested in participating should contact Sydney Peckham, Great Rivers & Routes Visitor Experience & Programs Manager at: [speckham@riversandroutes.com](mailto:speckham@riversandroutes.com)

Deadline to participate in Epic Burger Week is Monday, May 3. The deadline for participation in Epic Ice Cream Week is Monday, July 5 and for Epic Pizza Week is Monday, Aug. 2.

All participating businesses will be featured on the tourism bureau’s Epic Food Week web page which will also include any highlighted specials. The bureau will also promote the weeks through paid digital and social media efforts.

“Locally owned and operated businesses have some terrific burgers, ice cream and pizza,” Jobe noted. “Promoting Epic Food Weeks is just another way to steer visitors to those businesses in our six county Great Rivers & Routes region during the week,” Jobe noted.