



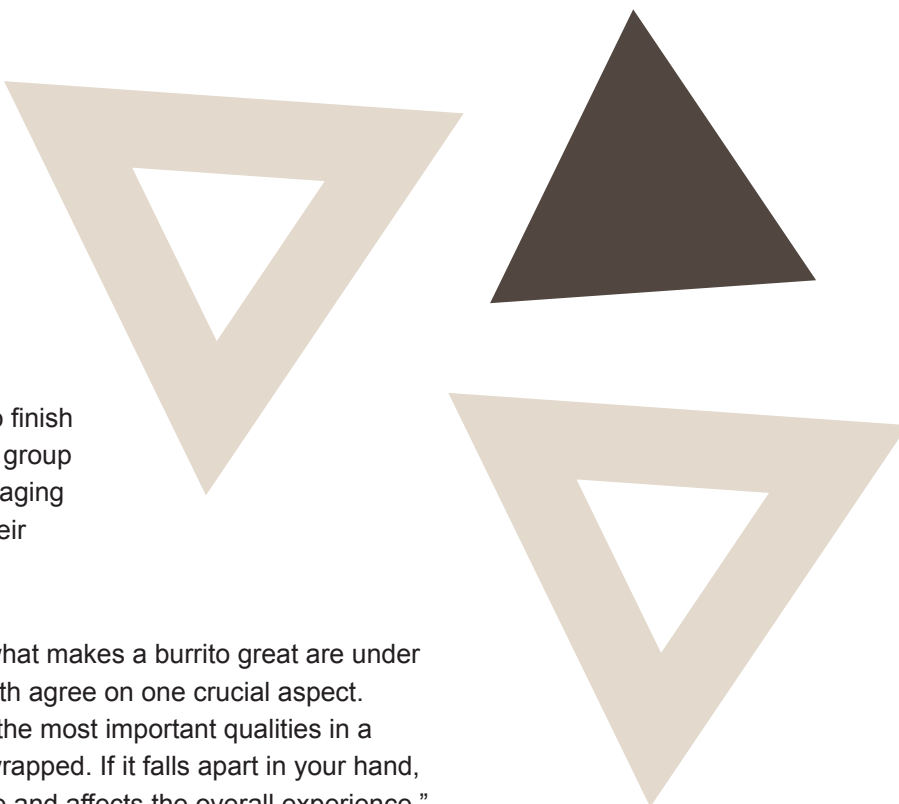
# THE BURRITO CHALLENGE

**JOHN ADENT &  
MATT ZIMMERMAN  
CLASS OF 2014**

John Adent '14 and Matt Zimmerman '14 were seniors at Wesleyan when they got into a classic lunchtime debate with their classmates: Which restaurant has the best burrito?

What began as a debate quickly turned into action as Adent and Zimmerman looked for a definitive way to find an answer. With a nudge from former Wesleyan faculty member Dave Breslin, the guys created a set of criteria to judge nearby burrito-serving restaurants without bias. The grading system they created consists of a 10-point scale across 10 different categories. A burrito from each restaurant is consumed and rated, and the results are then tallied to identify the champion burrito.

As time has passed, the challenge has evolved. Each year, the founders carefully consider which restaurants should be included in the challenge. To date, the Burrito Challenge has included a mixed selection of restaurants including Willy's, Moe's, Qdoba, Barberitos, and Chipotle. What makes the Burrito Challenge a "challenge" is that a burrito from each restaurant selected must be eaten and graded in a single day. According to the founders, the individual challenge is a marathon, not a sprint, and pacing is crucial. When



fellow participants are struggling to finish their respective burritos, the entire group chants, “take another bite”, encouraging a strong finish from each one of their participants.

While the exact specifications of what makes a burrito great are under debate, Adent and Zimmerman both agree on one crucial aspect. Adent says, “We think that one of the most important qualities in a good burrito is how the burrito is wrapped. If it falls apart in your hand, it takes away from the overall taste and affects the overall experience.”

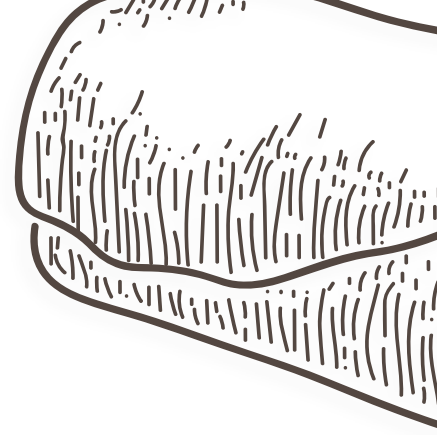
The original winner of the contest in 2014 was Moe’s. But what started as a mere challenge to find the best burrito, evolved into much more. The next year, the group decided to invite more people to participate, and the Burrito Challenge quickly grew. As more people began to join the challenge, Adent and Zimmerman added various activities throughout the day, spacing out the burrito consumption. These activities were added to turn the Burrito Challenge into what Zimmerman calls, “the best day of the year.” This past year, all activities were planned locally, centered around the Peachtree Corners area. Activities have included cliff jumping, mini golf, a slip-n-slide, mud wrestling, pool basketball, a concert in the Willy’s parking lot, and more. Zimmerman says, “We look forward to this day all year. The Burrito Challenge is like Christmas morning for us. In the same way everyone gets excited for their wedding because they can invite all their friends from different walks of life to their special day, I have the privilege of experiencing this feeling every year with the Burrito Challenge. I’ve been so blessed to be surrounded by the best people on earth, and sharing this day with everyone who joins is an honor.”

Today, the Burrito Challenge is now an official non-profit that has grown to over 80 participants of various ages. Participants include many members of the Wesleyan community including faculty, alumni, and current students.

Adent and Zimmerman have also used their rather unexpected platform to get out a message about drugs and alcohol. “The message we’re putting out is simple: this life we’re given is so much fun if you’re living it right, and if you’re living it right, you don’t need drugs or alcohol to have fun.”, Zimmerman said. “This generation has heard ‘don’t do drugs’ so many times. Instead of just trying to prevent a life of substance abuse, we’re providing the participants with an alternative lifestyle that we believe is much more fulfilling.”

This past summer, the promoters took the event a step further and partnered with St. Jude’s Recovery Center, an organization that aligned with their drug-free message. “St. Jude’s Recovery Center was

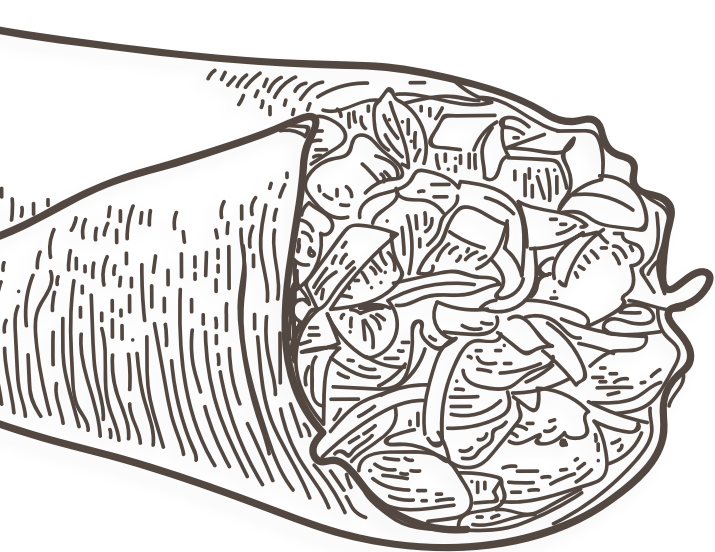




## SCORE CARD

1. Overall Burrito Quality  
1 2 3 4 5 6 7 8 9 10
2. Ambiance/Customer Service  
1 2 3 4 5 6 7 8 9 10
3. Meat Quality  
1 2 3 4 5 6 7 8 9 10
4. Other Ingredient Quality  
1 2 3 4 5 6 7 8 9 10
5. Burrito Wrapping Job  
1 2 3 4 5 6 7 8 9 10
6. Drink Options/Drink Quality  
1 2 3 4 5 6 7 8 9 10
7. Queso/Salsa  
1 2 3 4 5 6 7 8 9 10
8. Chip Quality  
1 2 3 4 5 6 7 8 9 10
9. Intangibles  
1 2 3 4 5 6 7 8 9 10
10. Overall \$ Value  
1 2 3 4 5 6 7 8 9 10





# WINNERS

**2014** Moe's

**2015** Willy's

**2016** Moe's

**2017** Moe's

**2018** Willy's

**2019** Willy's



the perfect non-profit to partner with because they help men in Atlanta who have struggled with substance abuse," Zimmerman said, "and St. Jude's is also a small enough organization to really benefit and appreciate our donations." The Burrito Challenge participants and sponsors raised \$1500 for St. Jude's.



Current sophomore and Burrito Challenge participant Bond Surber said, "I've been following the Burrito Challenge for a while, and one of the main reasons I participate is because its main purpose is to show that you can have fun without drugs and alcohol. It also seemed like it would be the perfect way to end the summer. The Burrito Challenge was a great time, and I would recommend it to everyone."



Plans for the 7th annual Burrito Challenge in Peachtree Corners are already underway. The growth and reach of the event can be attributed to the ambition of the founders. Zimmerman and Adent have even begun spreading the word about the Burrito Challenge in their new communities, Savannah, Georgia where John attends Mercer University for medical school and Salt Lake City, Utah where Matt now lives and works. Zimmerman says, "We plan to do the Burrito Challenge forever."