OFFICIAL EVENT PROGRAMME OF THE BRITISH EATING LEAGUE

THE FIRST BITE

ISSUE 2 / FREE

WE ALL EAT TOGETHER

SUNDAY 8TH FEB 2026
AT THE OLD FRIZZLE
LONDON

BRITISH EATING LEAGUE

HOT DOG EATING CONTEST

5 Minute Eat-Off • Pro vs Challengers • Live Crowd Event

The Old Frizzle: 74-78 The Broadway, London, SW19 1RQ

The Cattlemans Steakhouse | Northern Renewable Centre – The Home of Greener Energy | HDC Wisaroku Dental Center | ZEYNS Clothes Shop | xerocad printcentre

MESSAGE FROM THE FOUNDER

Craig Harker - British Eating League

Craig Harker
Founder - British Eating League

Things are looking very good for BEL right now and the momentum is building fast.

The opening events of the season have already shown just how competitive 2026 is shaping up to be. Performances from Wayward Feaster, Stef2Hungry and Reece vs Food have immediately marked them out as serious contenders and real ones to watch this year. They've come out strong, put points on the board early and set the pace for the rest of the league. - But it's still early days.

Some of our top professional eaters haven't even entered the season properly yet, which means the league table is far from settled. With live events, online contests and BEL Certified challenges all counting towards the standings, anything can happen. The title race is wide open and every event from here on matters.

We've also got James Webb booked to come over later in February to take on multiple food challenges as well as compete in an official BEL contest — another huge step forward for the league and a massive moment for UK competitive eating.

On top of that, BEL is heading into festival season this year, which is amazing to see and shows how far the league has come. Taking competitive eating to bigger stages and new audiences is exactly what we set out to do.

And while we love expanding, we always love coming back to The Old Frizzle. The crowd here is loud, wild and fully behind the eaters every single time. The atmosphere makes this one of the best stops on the BEL calendar and Jack is a brilliant host who always delivers.

This season is long. The battles are only just beginning. And BEL is ready for everything that 2026 brings.

If you're enjoying tonight's action, make sure you give the British Eating League a follow online and stay connected as the season unfolds - Let's make it another unforgettable BEL night.

HOW BEL STARTED

Before the crowds, the trophies and the league tables, BEL started with one simple question:

Why doesn't the UK have a proper competitive eating league?

Food challenges already existed, but they were scattered, inconsistent and unregulated. There was no pathway for serious eaters, no official rankings, no recognised structure and no safety-led governing system.

So BEL was created to change that.

What began in small venues quickly grew into packed live events as audiences responded to the energy, drama and competitive atmosphere. Early contests proved there was real demand for organised competitive eating in the UK, and BEL evolved rapidly from pub challenges into a national league.

Today BEL runs live arena-style events, online competitions, certified food challenges and official league standings, while working closely with venues and athletes to keep the sport safe, fair and exciting.

The goal has always been bigger than individual events. BEL is building long-term foundations for competitive eating in the UK, creating pathways for new eaters, opportunities for established competitors and unforgettable experiences for fans.

And this is still only the beginning.

WHAT IS BEL?

I want to say a massive thank you to everyone who's supported BEL so far this season. We've already seen some huge moments that show just how competitive 2026 is shaping up to be.

It all kicked off with an incredible performance from Stefan, who took the win at our first in-person event. Since then, Max has been on a mission — smashing multiple challenges at Cattlemans and stacking up valuable points through our new BEL Certified Food Challenges, which were introduced this season to raise standards and create more competitive opportunities. And trust me — there's plenty more to come.

We've also seen Franco get on the board with his own Cattlemans challenge, before heading up to Edinburgh where I joined him with the family to watch him take on — and conquer.

The British Eating League (BEL) is the UK's official competitive eating organisation and governing body, created to bring structure, safety and professionalism to the sport of competitive eating.

BEL exists to turn food challenges into organised competition. It provides a platform where trained eaters can compete in controlled environments, earn official points, climb league tables and build reputations while being protected by clear rules and safety standards.

Unlike casual viral challenges, BEL events are designed to be properly managed. Every contest is structured, officiated and run with competitor welfare at the centre. From live venue events to online competitions and certified restaurant challenges, BEL connects athletes, venues and fans under one professional system.

As the governing body for competitive eating in the UK, BEL also approves and verifies official food challenges. This ensures challenges meet safety guidelines, fair competition standards and responsible portion and time structures, helping protect both eaters and venues while raising the overall standard of the sport.

None of this would be possible without the continued support of our sponsors. Their backing allows BEL to create proper events, improve production quality and most importantly build meaningful prize pots that reward athletes for their performances. Every sponsor involved plays a direct role in helping competitive eating grow in the UK.

BEL isn't just entertainment. It's a league, a ranking system and a growing national movement that's building a professional future for competitive eating.

BRITISH EATING LEAGUE

PREVIOUS RESULTS

The 2026 BEL season exploded into life at Cattlemans Steakhouse with the opening Spaghetti Bolognese Challenge, and what a way to start the year. The venue was buzzing with energy, with kids chanting and shouting through the windows, cheering the eaters on as they battled massive plates of pasta in front of a roaring crowd.

Stef2Hungry absolutely nailed it, delivering pure speed and total control to take the win in an incredible 1 minute 12 seconds, setting the early benchmark for the season.

Behind him, the battle was fierce:

Second place went to Nate vs Food with a strong time of 1:58, followed closely by Olly Eats in third place on 2:12, bringing his usual entertaining style to the stage. King Billy (Hillbilly Nation) dug deep to complete the challenge in 4:09, backed by one of the loudest and rowdiest crowds of the night.

The action then moved online with the first remote event of the season — the McDonald's Cheeseburger Challenge — bringing nationwide competition into the BEL league table.

Wayward Feaster powered his way to victory, taking first place in 3:17. Reece vs Food followed with a strong second place finish in 3:42, while Stef2Hungry continued his strong early-season form by claiming third place in 3:51.

There was also a moment nobody will forget — Nate vs Food losing a tooth mid-challenge and failing to finish. Competitive eating never fails to deliver drama! Don't worry though — we'll be getting Nate sorted with a visit to HDC Dental in Hisaronu to make sure he's back fighting fit.

Away from the headline events, Cattlemans Steakhouse has already become a major points battleground, with both Max vs Food and Franco's Feasts completing BEL Certified solo challenges at the venue and stacking valuable early-season points.

With live events, online contests and certified challenges now all feeding into the league table, the 2026 season is already heating up — and this is only the beginning.

BRITISH EATING LEAGUE

LEAGUE TABLE

		IN-PERSON EVENT	ONLINE EVENT	CERTIFIED CHALLENGE	TOTAL POINTS
1st	Max vs Food	0	0	4	18
2nd	Stef2Hungry	1	1	0	14
3rd	Nate vs Food	1	1	0	8
4th	Wayward Feaster	0	1	0	8
5th	Olly Eats	1	0	0	6
6th	Reece vs Food	0	1	0	6
7th	King Billy	1	0	0	4
8th	Franco's Feasts	0	0	1	2

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The Cattlemans Steakhouse
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PATTY FREAKS

THE BEL WHITE SHIRT

COMING SOON. ONLINE RELEASE.

THE BEL WHITE SHIRT WILL BE AVAILABLE ONLINE SOON IN LIMITED QUANTITIES.
ONCE THEY'RE GONE, THEY'RE GONE.

FOLLOW BEL CHANNELS FOR THE OFFICIAL DROP DATE AND BE READY WHEN IT LAUNCHES.

WEAR THE LEAGUE.
REPRESENT THE MOVEMENT.
STAND WITH BEL.

BRITISH EATING LEAGUE

HOW THE LEAGUE TABLE WORKS

The British Eating League operates just like a traditional sports league. Positions in the table are decided by total points first, with tie-breakers used when competitors are level.

1. TOTAL POINTS (MAIN FACTOR)
The league table is ranked by total points.
More points mean a higher position — simple.

Points can be earned through:
- In-person BEL events
- Online BEL events
- BEL Certified food challenges

2. TIE-BREAKER: IN-PERSON EVENTS
If two eaters are level on points, in-person event participation and results are used as the tie-breaker.

This works in the same way as goal difference in football. It rewards:
- Turning up to live events
- Performing under pressure
- Competing in front of crowds

When points are equal, the eater with in-person events ranks higher.

3. WHY THIS SYSTEM WORKS
This structure keeps the league fair and competitive by:
- Rewarding consistency
- Prioritising live competition
- Valuing real event performance
- Balancing online and certified challenges

CURRENT TABLE EXAMPLE
Two eaters are level on 6 points:
- Olly Eats (1 in-person event)
- Reece vs Food (online event only)

Although their points are the same, Olly Eats ranks higher due to in-person participation just like football teams separated by goal difference.

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THE OLD FRIZZLE

The Old Frizzle in Wimbledon is the perfect home for British Eating League action. With a fantastic food menu, multiple big screens showing live sport, a large outdoor terrace, and most importantly immaculate vibes from the team, this venue delivers atmosphere from the moment you walk through the doors.

Throughout the week, The Old Frizzle keeps the energy high with a packed events calendar including live music, popular quiz nights (featuring the brilliantly nostalgic Retro Football Quiz), board games meet-up clubs, children's entertainment, and community social events — making it one of Wimbledon's most active and welcoming venues.

We're proud to return once again, marking our 5th British Eating League contest hosted at The Old Frizzle. This venue has become a true BEL stronghold, known for loud crowds, electric atmospheres and unforgettable performances.

Last year saw Max Vs Food take home the glory, demolishing an incredible 22+ hot dogs and buns in just five minutes, setting the benchmark for what it takes to win on this stage. This year, the pressure is even higher, with a wave of hungry newcomers stepping up alongside familiar BEL names who continue to raise the standard of this fast-paced sport.

Tonight's Special Format – Triple Threat Challenge

Tonight we're switching things up with a special BEL format designed to test even the elite competitors.

For this contest, two non-professional challengers will team up to face one professional eater in a high-intensity 5-minute eat-off. With plates stacked high with hot dogs and the clock ticking fast, the professional won't just be battling the food — they'll be battling the numbers advantage.

Expect explosive starts, frantic final seconds, massive crowd energy and unforgettable moments as the underdogs go all-in and the pros dig deep to defend their reputation.

This is British Eating League at its finest — raw competition, electric atmosphere, and pure entertainment.

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A CHAMPIONSHIP STAGE

This is not the first time Jack and his venues — The Old Frizzle and The Regent — have delivered unforgettable British Eating League moments. Over multiple events, these venues have built a reputation for electric crowds, high-energy atmospheres and properly hosted competitive eating action. Every time BEL returns, the noise gets louder, the stakes get higher and the performances get bigger.

And standing at the centre of it all has been one man: Max vs Food.

Max has dominated every major contest hosted at these venues, cementing his status as the current BEL Champion and one of the most consistent performers in the league.

At the Super Bowl Hot Dog Eating Contest (Sunday 9th February 2025), Max produced a monster performance, demolishing 22 hot dogs to take first place in front of a packed, roaring crowd. Brad Scott delivered a strong and determined effort to secure second place with 12 hot dogs, showing real grit under pressure.

The energy that night was unmatched. With the Super Bowl — the biggest sporting event in American football — playing live, the venue was bursting with fans, screens, noise and atmosphere. For many, it was their first taste of NFL culture combined with British Eating League chaos, and it delivered on every level.

At the Pretzel Eating Contest (Friday 24th October 2025), Max once again proved his dominance, smashing 17 pretzels to take victory. Zach battled hard for second, with Noah completing the podium in front of another passionate crowd. The Bratwurst Eating Contest (Saturday 25th October 2025) saw Max deliver one of his strongest performances yet, powering through an incredible 23 sausages to secure first place. Matt from The Regent claimed second, while Max from The Regent also reached the podium, showcasing the home-grown talent coming through these venues.

What sets The Old Frizzle and The Regent apart isn't just the food or the contests — it's the atmosphere. On big sporting nights like the Super Bowl, BEL events become full live spectacles, with chanting, countdowns and crowd reactions driving the energy. Jack continues to create the perfect environment for competitive eating to thrive, blending sport, entertainment and community into one unforgettable experience.

The event was supported by content creators Yorkshire Indian and Grumpy Northern Foodie, with Dad Loves Food making his first-ever appearance at these venues, adding even more exposure and excitement. With championship performances, wild crowds, viral potential and powerhouse creators, this wasn't just another BEL event — it was another major chapter in the league's growing history.

BRITISH EATING LEAGUE

EAT LIKE A PRO

Safety, preparation & competing the right way

BEFORE THE EVENT

Preparation matters

- Hydrate properly in the days leading up to an event
- Avoid alcohol before competing
- Eat clean and light the day before
- Stretch your neck, jaw and shoulders
- Arrive rested and on time

DURING THE EVENT

Compete smart

- Follow referee instructions at all times
- Do not rush dangerously
- Use the approved drinking rules only
- Signal immediately if you feel unwell
- Respect fellow eaters and the venue

SAFETY FIRST

BEL events are overseen by referees and officials.
If an eater shows signs of distress, the contest **WILL BE STOPPED.**
Winning is never more important than health.

BEL is a competitive eating league, not reckless eating

- Trained competitors
- Controlled environments
- Professional standards
- Respect for food, venues and audiences

British Eating League promotes safe, responsible competitive eating.
Always know your timits.

BRITISH EATING LEAGUE

SAFETY FIRST

Competitive eating is entertaining to watch, but it is not casual eating and should never be attempted without experience, preparation or supervision.

BEL events feature **trained competitors** performing in controlled environments with clear rules, time limits and safety oversight. What you see on stage or online is **not something to copy at home.**

The British Eating League does not encourage anyone to attempt food challenges alone, at home or outside of a professionally managed setting. Speed and high-volume eating carry real risks, including choking, dehydration and serious injury, especially without proper supervision.

At BEL events, **safety always comes before winning.** Competitors are expected to stop if they feel unwell, and any signs of distress result in an immediate stoppage. There are no exceptions.

Enjoy competitive eating for what it is - a sport performed by trained individuals.

Your health matters more than any challenge or record.

BEL exists to make competitive eating safer, more structured and more responsible. That standard applies to everyone involved - athletes, venues, officials and fans.

THE FIRST BEL OFFICIAL SHIRT OF 2026

Coming Soon

Orders available online

BRITISH EATING LEAGUE

BEL RULES

BEL RULES EXPLAINED

The British Eating League operates under clear rules to ensure every competition is fair, safe and consistent across all events.

All BEL contests run to standardised formats. Time limits, portion sizes, start procedures and finish requirements are agreed in advance and applied equally to every competitor. Once the countdown begins, eaters must remain seated, follow official instructions and complete the full challenge as set out by BEL officials.

Food must be fully swallowed before a finish is confirmed. Plates, baskets or designated containers must be completely cleared, and competitors must show a clear mouth check when instructed. Any visible leftovers or failure to follow the finish procedure will result in the attempt being marked as incomplete.

In some events, BEL allows a controlled "chipmunk finish", where the final mouthful may be loaded at the end of the challenge. In these cases, the clock stops once the plate is cleared, but the eater must fully swallow the food and show a completely clear mouth within the allowed time window for the finish to count.

Safety always comes first. Every BEL event includes on-site supervision and sick buckets. If any food comes back out of the mouth and into the bucket at any point during an attempt, the competition is immediately over for that eater. Winning is never more important than health.

This season, BEL provides more athlete support than ever before, with officials working closely with competitors before and during events to explain rules clearly, monitor safety and ensure challenges are carried out correctly and responsibly.

For online events, additional verification rules apply. Competitors must provide continuous footage, show unopened food, display quantities where required and follow the same finish confirmation process as live events to ensure fairness across all competitions.

BEL Certified Food Challenges also follow strict approval guidelines and must meet safety standards, portion requirements and verification rules before being officially recognised and awarded league points.

These rules exist to protect competitors, venues and audiences, while keeping the sport competitive, entertaining and professional.

FRANCO'S FEASTS

From Powerlifting Platform to Competitive Eating Arena
Franco's journey into competitive eating began in the gym, not at the table. At 18, he committed to bodybuilding before moving into strength training and powerlifting, competing under the British Weightlifting Association (now British Powerlifting).

During his competitive years, Franco achieved multiple wins and national titles. The extreme calorie demands of training unknowingly built the foundation for his future success in competitive eating.

In his early 30s, injuries and surgeries forced him to step away from elite competition — but not from sport. Today, Franco remains deeply involved as a National Level British Powerlifting Referee, qualified Powerlifting Coach, and Personal Trainer, bringing elite-level professionalism into competitive eating.

After major life changes, Franco searched for a new competitive outlet. Inspired by elite eaters such as Randy Santel, BeardMeetsFood and Leah Shutkever, he quickly realised success required more than appetite — it demanded training, discipline and strategy.

That realisation reignited his competitive drive. Blending athletic preparation with entertainment, Franco's high energy, strong on-camera presence and relentless work ethic quickly made him a stand-out on the UK scene.

His journey has taken him nationwide, appearing in national media and on Channel 4, while actively supporting newcomers to the sport.

In only his second full season, Franco secured 3rd place in the 2025 British Eating League standings, confirming him as one of the league's most dangerous competitors heading into the next season.

Advice to New Eaters
"Take your time. Learn your body. Watch experienced eaters. Train properly. Understand the risks."

Franco believes competitive eating should never be taken lightly — preparation, recovery and safety matter as much as speed and volume. While competition is fierce, the UK scene thrives on genuine support between athletes, a culture he continues to help build.

What's Next?
Franco's focus is on growing UK competitive eating alongside the British Eating League, with goals to:
- Support the next generation of BEL athletes
- Promote competitive eating as a legitimate sport
- Expand international challenge travel
- Continue pushing his own performance limits

One thing is certain — Franco is only getting started.

BRITISH EATING LEAGUE

FEATURED EATERS

The stars of the British Eating League

These are some of the newer faces on the British Eating League roster — rising competitors who are already making their mark at the table. With strong performances, big personalities, and plenty of potential, they represent the next wave of talent within the league.

We're looking forward to seeing much more from Wayward Feaster, Nate vs Food, Olly Eats, and Stef2Hungry as the season progresses, as they continue to develop, challenge themselves, and establish their presence on the BEL stage.

Wayward Feaster
Wayward Feaster

Nate vs Food
natevfood

Olly Eats
Olly Eats

Stef2Hungry
stef2hungry

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CONTENT CREATORS

FEATURED CONTENT CREATORS

Tonight we're joined by our guest judges and referees Yorkshire Indian, Grumpy Northern Foodie and Great British Pub Crawl. Before the BEL contest kicks off, Great British Pub Crawl will be doing exactly what they do best — taking a mini crawl around the local area and supporting nearby pubs before heading into the main event helping build a strong community atmosphere around BEL nights.

We're also joined by Thomas from Historic Pub Crawls, who's bringing his passion for traditional pubs and his love of the Super Bowl to tonight's event. Thomas is the author of the Historic Pub Crawls book series, celebrating Britain's pub heritage and drinking culture.

Having creators involved brings more eyes, more fans and more exposure to the sport of competitive eating. It helps grow BEL, supports venues and gives athletes the platform they deserve. Make sure you give all of tonight's creators a follow on their social platforms and show them the same support they continue to give the British Eating League. These are proper pages, built through hard work, consistency and genuine passion for food, pubs and people. - Proper pages. Proper people. Proper BEL energy.

Yorkshire Indian
223K Followers

Great British Pub Crawl
191K Followers

Historic Pub Crawls
63K Followers

Grumpy Northern Foodie
356K Followers

FOOD CHALLENGE NEWS

Welcome to Food Challenge News!

2026 is here, and that means a lot of excitement is ramping up in the world of competitive eating.

Picture the food you love most. Now, imagine eating it faster than ever before in a timed, high-stakes contest.

Whether it's tacos, fried pickles, pizza, or hot dogs, food plays a massive role in eating contests, shaping each competition in its own way.

Across the competitive eating scene, the British Eating League has kicked off its first season of the year, featuring a range of upcoming contests both in-person and live-streamed across social media.

The world-famous Nathan's Hot Dog Eating Contest will return this July in New York City, marking decades of hot dog eating and starting a new year of unlimited eating potential.

It's shaping up to be a busy and exciting season for spectators and competitors alike.

GRUMPY'S DINER

Episode 22 of the Food Challenge News podcast will feature Kerry from Grumpy's Diner, a family-run diner located at 759 Southchurch Road, Southend-on-Sea, United Kingdom.

Established for over a decade, Grumpy's features an expansive menu of American-themed classics while also offering something for those seeking a daring food adventure.

They offer four challenges: a mountain of mac and cheese, a seriously loaded hot dog, a monstrous breakfast, and an over-the-top dessert.

Grumpy's has gone viral thanks to widespread online exposure by food challengers, competitive eaters, and content creators.

You can keep up with the latest podcast episodes on Facebook, YouTube, and Spotify by searching Food Challenge News.

Thanks for reading this edition and for following us! -Seth

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BRITISH EATING LEAGUE

UPCOMING EVENTS

DATE	CONTEST	VENUE
SUN 8TH FEB	HOT DOGS	THE OLD FRIZZLE
TUE 17TH FEB	UK PANCAKES	ONLINE
SUN 1ST MAR	CHICKEN FILLETS	PATTY FREAKS
SAT 14TH MAR	HOT DOGS	CATTLEMANS
SAT 2ND MAY	TBC	NEWCASTLE FOOD FEST
SUN 24TH MAY	OREO	STOCKTON CRICKET CLUB
SAT 4TH JUL	1/4 POUNDER BURGERS	ALMONDSBURY CREATIVE
SAT 25TH JUL	HOT DOGS	MUDBILLYS, EXETER

DAD LOVES FOOD

BRITISH EATING LEAGUE

PATTY FREAKS

CHICKEN FILLET EATING CONTEST

GUEST REFEREES!

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OPPORTUNITIES AVAILABLE

BRITISH EATING LEAGUE

— Turn Your Biggest Dishes — Into a Crowd-Pulling Challenge

WHAT IS A BEL CERTIFIED CHALLENGE?

- A food challenge created by **your venue**
- Officially listed with **British Eating League**
- Points awarded to **successful eaters**
- Free promotion to competitive eaters & food fans

WHY VENUES JOIN BEL

- ✔ Increased footfall
- ✔ Social media exposure
- ✔ Repeat visits from competitive eaters
- ✔ No disruption to normal service
- ✔ You control the food, price & rules

HOW POINTS WORK:

The bigger the challenge, the more points earned

SMALL CHALLENGES	LARGE CHALLENGES	MASSIVE CHALLENGES
Entry-level points	High-value league points	Top-tier leaderboard status

Want Your Venue on the British Eating League Table?

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WANT TO COMPETE?

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BRITISH EATING LEAGUE

DO YOU HAVE WHAT IT TAKES?

- ✓ Compete with the UK's top eaters
- ✓ Earn points & climb the leaderboards
- ✓ Challenge yourself across our biggest events
- ✓ Claim your shot at championship glory

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- ★ Controlled environments
- ★ Professional standards

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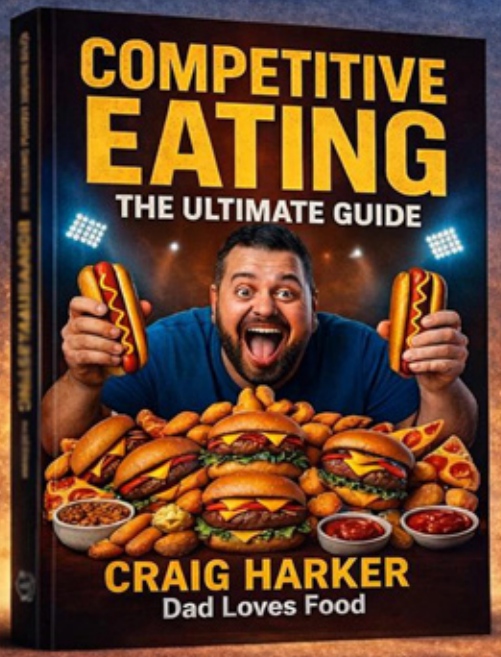

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THANK YOU SPONSORS

Thank You To The Sponsors Who Believe In British Eating League

British Eating League may be a niche sport, but our impact is anything but small. What makes BEL special isn't just the athletes, the venues or the crowds — it's the businesses who believe in what we are building. Our sponsors are the brands that saw the vision early, trusted the growth, and understood the power of being part of something different.

When a business partners with British Eating League, they don't simply receive exposure at a live event or a logo inside a programme. They become part of a connected media network that stretches far beyond one platform. Alongside BEL's official channels, sponsors are shared across the huge audiences of Dad Loves Food, The George Pub & Grill and Cattlemans Steakhouse, as well as our certified venues and professional eaters. This combined reach delivers millions of impressions every month across social media, live events and digital content, creating repeated visibility that traditional advertising simply can't match.

BEL contests regularly achieve massive online traction. Some challenges generate hundreds of thousands of views within hours, while record-breaking moments can reach into the millions. These viral spikes don't stay inside the food community either. British Eating League has featured in national newspapers, online news outlets and major viral platforms such as LADbible, with content shared worldwide. For sponsors, this means exposure that goes far beyond local audiences — it becomes national and global.

What truly sets BEL apart is the strength of its community. Our eaters promote our partners. Our venues proudly represent our sponsors. Our audiences engage, comment and share content daily. Every post, every video, every programme, every live event and every collaboration adds another layer of visibility. It all stacks up. It all compounds. And it puts more eyes on the businesses that support us.

To every sponsor who has backed British Eating League, we want to say thank you. Thank you for believing in the sport. Thank you for trusting the process. Thank you for helping us grow something bold, exciting and unique. British Eating League is building momentum, building audiences and building history — and our sponsors are building it with us.

BRITISH EATING
LEAGUE