

OFFICIAL EVENT PROGRAMME OF THE BRITISH EATING LEAGUE

# THE FIRST BITE

ISSUE 3 // FREE

SUNDAY 1ST MARCH 2026

THE PATTY FREAKS,  
LICHFIELD

WE ALL EAT  
TOGETHER



## CHICKEN FILLET EATING CONTEST

1PM Eat-Off 7 Mins • Pro Eaters • Live Crowd Event

12 Noon Eat-Off 4 Mins • Non-Pro Eaters

The Patty Freaks: City Arcade, Lichfield, WS13 6LY





PRESENTS



# THE ATLAS BURGER CHALLENGE

5 BURGERS • HEAD-TO-HEAD



MONDAY 2ND MARCH • 12:00 PM

The Patty Freaks

City Arcade, Lichfield  
WS13 6LY

Current Record: 4m 6s – JJ Da Lion

# MESSAGE FROM THE FOUNDER

## Craig Harker - British Eating League

---

The league feels strong right now.

JJ spent a few days at Cattlemans taking on certified challenges and climbed to the top of the table. That's how it should work — perform, earn points, move up.

The Regent for the Super Bowl was electric. Proper crowd. Proper energy. The food was quality too — the belly pork bites were my personal favourite.

It feels like we've shifted up a gear this season. The standard is higher. The competition is tighter. The following online is growing all the time, and more people are watching the table week by week.

Today at Patty Freaks, Webby goes in as favourite for the unlimited chicken fillet event. He's proven at the highest level. But I'll be backing the Brits.

Tomorrow we've got UK vs Europe vs Australia on the Atlas Burger.

I'll be here as Dad Loves Food, alongside Great British Pub Crawl, Adam from Man Cave Bartender and Danny Malin. The content creators don't just bring exposure — they help us with refereeing and judging on the day, while also showing BEL to their followers. That balance matters.

The new red shirts look class. The athletes are all looking sharp in them — when they line up together, it looks like a proper league.

The table keeps moving. No one is comfortable.

This is competitive eating done properly.





# HOW BEL STARTED

Before the crowds, trophies and league tables, the British Eating League began somewhere much more personal — at home, watching food TV.

Long before competitive eating was mainstream in the UK, me and my dad would sit watching *Man v Food*, completely hooked. We loved the theatre, the characters, the pressure — and especially Adam Richman taking on ridiculous challenges with proper showmanship.

At the time, nothing like that existed here.

So we thought: why not bring that energy to our own restaurant?

Before Food Challenges Were “Cool” in the UK

At The George Pub & Grill, we started creating big, bold food challenges purely because we loved them. There was no blueprint, no league, no trend to follow — just proper portions, proper pressure and proper entertainment.

This was before food challenges became a thing in the UK. Before algorithms. Before viral clips. Before it was fashionable.

Word spread quickly. Big eaters started turning up. Then bigger ones.

Over time, the restaurant became a genuine meeting point for elite eaters, hosting names like Beard Meats Food, Leah Shutkever, and even international legend Randy Santel.

But more importantly, it became the birthplace of something bigger.

**T** Teesside Live

Could Zeus burger at Stockton pub be the tallest in the UK?

12 Sept 2013



**T** Teesside Live

Murder, sex toys and hot chilli challenges: The George pub remains defiant in licensing hearing

23 Oct 2019



## From Challenges to a League

Those early nights at The George evolved into the first structured BEL events. Real crowds. Real pressure. Real competition. That's where BEL truly began.

It was also where Kyle v Food rose through the ranks, becoming the first BEL Champion and setting the benchmark for what it meant to compete properly in the league.



## The Era of Dominance

From Season 2 onwards, one name set the standard.

Max vs Food took hold of the UK number one spot — and never let go.

Season after season, win after win, Max became the measuring stick for everyone else. Consistent, disciplined and relentless, his dominance helped raise the overall level of competitive eating in the UK.

If you wanted to be the best, you had to beat Max.

## 2020–2025: Building the Foundations

Between 2020 and 2025, BEL grew into a national structure — with live events, online competitions, league tables and safety-led standards. Like any sport, the journey came with challenges, but the foundations were laid and the vision stayed clear.

## 2026: The Rebirth

Now, in 2026, BEL enters its strongest phase yet.

With renewed focus and nothing standing in the way, the league is fully committed to growing competitive eating as a credible, professional sport in the UK. Certified food challenges, live events and league rankings now work together under one system — creating real opportunity and progression for athletes.

What started with me and my dad watching Man v Food has become a national movement. And this time, we're all in.

Blake is left covered in blood after demolishing huge steak in under five minutes  
15 Feb 2023



Man smashes world record by eating 141 Oreos in five minutes  
21 Sept 2020



Teesside pub attempts world record for biggest Christmas dinner with massive £70 eating challenge  
14 Dec 2015



Man eats 20 slices of toast and 2.5kg of beans in under seven minutes  
26 Jul 2020



Extreme eater Adam Moran wins mixed grill contest  
23 Jun 2016



Extreme eaters devour 6Ooz burger and 100 chicken nuggets in mammoth food challenge  
18 Aug 2022



Pub landlord who claimed chilli eating contest was exempt from lockdown hit with prohibition notice  
22 Nov 2020



Professional competitive eater destroys 12,000-calorie, 10-patty burger meal  
13 Aug 2019





# PREVIOUS RESULTS

---

The 2026 BEL season keeps building momentum, and February delivered two massive contests that shook up the league table.

But before that, the season kicked off in style on 10th January at Cattleman's Steakhouse with the Spaghetti Bolognese Challenge. Stef2Hungry took an early statement win with 1st place, Nate vs Food secured 2nd, and Olly Feasts rounded out the podium in 3rd — laying down the first markers of the year.

The action then moved online on 18th January for the Cheeseburger Contest, where Wayward Feaster powered to 1st place. Reece vs Food claimed 2nd, while Stef2Hungry added more valuable points with a 3rd place finish, continuing his strong start to the season.

## **Fast forward to February.**

First up was Hot Dog Eating at The Regent on Sunday 8th February, where the atmosphere was electric and the pace was relentless.

Max vs Food proved once again why he's one of the most dangerous competitors on the circuit, smashing his way to 1st place with 29 hot dogs in a dominant display.

JJDaLion secured 2nd place with 22 hot dogs, putting in a strong performance and showing he's a serious contender as the season progresses.

Competition shifted online for the 1.5kg Pancake Contest on 17th February, with points feeding straight into the BEL standings.

Max vs Food continued his incredible run of form, taking 1st place in just 2 minutes 4 seconds, adding another big win to his 2026 campaign.

Stef2Hungry claimed 2nd place with a time of 4 minutes 3 seconds, staying consistent and keeping himself firmly in the title conversation.

Wayward Feaster rounded out the podium in 3rd place with 6 minutes 3 seconds, collecting valuable league points in another competitive online showdown.

What's becoming clear already this season is that the league table is constantly shifting. Several eaters are climbing the rankings not just through headline event wins, but by completing BEL Certified Challenges, stacking crucial points behind the scenes and quietly moving up the standings.

With live events, online contests, and certified challenges all feeding into the overall table, the 2026 season is heating up fast — and we're only just getting started.



**LEAGUE TABLE**

		IN-PERSON EVENT	ONLINE EVENT	CERTIFIED CHALLENGE	TOTAL POINTS
<b>1st</b>	<b>JJ Da Lion</b>	<b>1</b>	<b>0</b>	<b>7</b>	<b>40</b>
<b>2nd</b>	<b>Max VS Food</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>36</b>
<b>3rd</b>	<b>Stef2Hungry</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>20</b>
<b>4th</b>	<b>Reece VS Food</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>14</b>
<b>5th</b>	<b>Wayward Feaster</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>12</b>
<b>6th</b>	<b>Nate VS Food</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>8</b>
<b>7th</b>	<b>Olly Feasts</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>6</b>
<b>8th</b>	<b>King Billy</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>9th</b>	<b>Franco's Feasts</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>2</b>



# 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.**





# HOW THE LEAGUE TABLE WORKS

---

The British Eating League operates like a traditional sports league, with competitors ranked by total points across the season.

This is the first year the league has awarded points for BEL-certified food challenges outside of official league events. That change has already had a big impact, with many eaters earning early points through certified challenges — particularly at venues such as Cattlemans Steakhouse.

This means the league is no longer decided only on event days. Points can now be earned throughout the season, making the table more active and competitive.

League positions are decided by total points earned from:

- In-person BEL events
- Online BEL events
- BEL-certified food challenges

The more points an eater earns, the higher they place in the league.

## **Tie-Breakers: In-Person Events Matter More**

When two competitors are level on points, in-person event performance is used as the tie-breaker.

This works in the same way as goal difference in football.

Live events reward:

- Turning up under pressure
- Performing in front of crowds
- Competing head-to-head

If points are equal, the eater with stronger in-person results will rank higher.

## **Why This System Works**

- Rewards consistency across the whole season
- Prioritises live competition
- Values certified challenges while keeping event days central
- Allows the league table to change quickly

With points now available beyond league days, positions can shift rapidly — one strong performance or certified challenge can move an eater up several places.

The result is a league that stays competitive, fair, and exciting from start to finish.

# BIG BEL PLATE

Everyone Gets A Seat At The Table



6

7

13

12

18

20

Tel: 01709 528430  
8 Rother Court, Parkgate S62 6DR  
FACEBOOK @TKscafeoffee

35

36

37

40



**£20**  
PER SQUARE

# THE PATTY FREAKS



The Patty Freaks Lichfield opened in 2022 after years of Street Food events and festivals around the UK.

After bursting on to the scene and winning 'Britians Best Burger 2018' at the Street Food awards in London it made total sense to open a bricks and mortar premises in Lichfield where it all began. Having a huge passion for food and a love of anything nostalgic it really does make Patty Freaks a treasure trove of yesterday.

A recent expansion in 2025 gives us the perfect area to host events. The restaurant as it is now fully encapsulates the Patty Freaks idea. Retro gaming, nostalgic toys, family orientated, kick ass burgers, banging beers.

The addition of eating challenges is a huge part of it!

'I always remember as a child watching World's Strongest Man and the amazing feats these athletes would take part in, one of my favourite events was the atlas stones and it's where our 'Atlas Burger Challenge' takes its inspiration. Five burgers increasing in size as you go up the podiums. Having competitors from UK and overseas competing has been phenomenal for the challenge and im genuinely not sure if JJ Da Lions 10:04 secs can be beaten'.

On to 2026 we really wanted to get involved and think the British Eating League is a huge platform for the sport and for businesses a like! Today we launch our first challenge with the BEL and hopefully it will be the start of many and a huge 2026 for the sport!

Good luck everyone!

#getyourfreakon



*The*

# PERFECT COMBO

*Beers & Burgers*

**VOCATION BREWERY, OUR PRINCIPAL BEER SUPPLIER. PRODUCING BOLD BENCHMARKS AND FLAVOURBLE CRAFT BEERS FOR THE MANY. LAGER & SESSION ALE ON TAP, AND A CRAFT FRIDGE FULL OF OTHER EXCEPTIONAL TASTES BEYOND THE CORE RANGE.**





# ACCREDITED CHALLENGES

## — CATTLEMANS STEAKHOUSE —

- 1KG Chilli Challenge – 1 Point
- 2KG / 25oz Steak Challenge – 2 Points
- Cottage Pie Challenge – 4 Points
- Mega Mixed Grill – 2 Points
- Monster Burger Challenge – 2 Points
- 72oz Steak Challenge – 3 Points
- 3.4KG Chilli Challenge – 3 Points
- Holy Roast Challenge – 5 Points
- Chocolate Gateaux Challenge – 1 Point
- Fish & Chips Challenge – 2 Points
- Breakfast Challenge – 2 Points
- 50/50 Challenge – 2 Points
- 72oz Steak Challenge – 3 Points
- 3.4KG Chilli Challenge – 3 Points
- Holy Roast Challenge – 5 Points
- Chocolate Gateaux Challenge – 1 Point
- Fish & Chips Challenge – 2 Points
- Breakfast Challenge – 2 Points
- The More You Eat, The Less You Pay – 3 Points
- Black Pudding / Baconator Challenge – 2 Points
- Dirty Chipstick Challenge – 2 Points
- Vegan Challenge – 3 Points
- Sugar Showdown – 3 Points
- Bangers & Mash Challenge – 6 Points
- Breakfast Loaf Challenge – 2 Points
- Spag Bol Challenge – 4 Points

## — ALMONSBURY CREATIVE —

- Nuggetageddon – 3 Points
- Creative Cats Burger Feast – 3 Points
- Creative Cats Six Pack – 3 Points
- Brownie Mountain – 3 Points

## — PATTY FREAKS —

- Atlas Challenge – 2 Points

## — SABSELI —

- 3KG New York Cheesecake – 3 Points
- The Bubble Breakfast – 3 Points
- The English Breakfast Loaded Stick – 3 Points



POINTS COUNT TOWARDS OFFICIAL BRITISH EATING LEAGUE RANKINGS!








# 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     |  Professional standards                 |
|  Controlled environments |  Respect for food, venues and audiences |

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



# SAFETY FIRST

---

Competitive eating is a regulated sporting activity and should never be mistaken for casual eating. It must not be attempted without appropriate experience, preparation, and professional supervision.

British Eating League (BEL) events are conducted in controlled environments, featuring trained competitors operating under clearly defined rules, strict time limits, and comprehensive safety oversight. What is presented on stage or online reflects a structured competitive format and is not intended to be replicated at home or outside of a professionally managed setting.

The British Eating League does not endorse or encourage individuals to undertake food challenges alone, at home, or in any environment lacking qualified supervision. Speed and high-volume consumption present inherent risks, including choking, dehydration, and serious injury, particularly without proper safeguards in place.

For the current season, BEL has introduced independent guest referees to further strengthen event integrity, safety compliance, and the monitoring of potential foul play. Their presence reinforces our commitment to fair competition and competitor welfare at every event.

At all BEL competitions, safety takes absolute precedence over performance. Competitors are expected to immediately stop if they feel unwell, and any visible signs of distress will result in an instant stoppage of the contest. There are no exceptions to this policy.

Competitive eating should be viewed for what it is — a regulated sport performed by trained individuals within a structured and supervised framework.

Health and wellbeing will always take priority over any record, title, or challenge.

The British Eating League exists to promote competitive eating in a safer, more structured, and more responsible manner. This standard applies equally to athletes, venues, officials, guest referees, and spectators alike.

**SETTING THE STANDARD FOR COMPETITIVE EATING.**

2026 SEASON



# BRITISH EATING LEAGUE

## SUPPORTER SHIRT



**ON SALE ONLINE NEXT WEEK!**

**ONLY**

**£29.99**

**DON'T MISS OUT – ORDER YOURS!**



# 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.



# JAMES WEBB (JWEBBYCAN EAT)

## Australia's #1 Competitive Eater | World Ranked #4 | 7x World Record Holder

When it comes to elite competitive eating, **JWebbyCanEat — James Webb** — is one of the biggest names on the planet.

Currently **World Ranked #4 in Major League Eating**, a **7-time World Record holder**, and retaining the coveted title of **Australia's #1 Competitive Eater**, James has become a global force in the sport.

And it all started as a laugh.

Within just three weeks of posting food challenges on TikTok, James gained over **160,000 followers**. Fast forward to 2026 and he now travels the world hunting down major food challenges and eating contests, while creating promotional content for restaurants, brands and events.

### Current Social Reach:

TikTok – 1.8M | Facebook – 300K | Instagram – 209K | YouTube – 161K

### The Moment That Changed Everything

Raised in Sydney in a Croatian household where food was central to family life, James always knew he could eat more than most. But it wasn't until the infamous **5kg Burger Challenge** at the Khartoum Hotel in NSW that everything changed.

Previously undefeated, the challenge had seen 56 failed attempts.

James completed it in **27 minutes 37 seconds** — and remains the only person to conquer it, doing so three times. The attempt made national news and launched his competitive career.

### Food Meets Fitness

A former semi-professional footballer and certified personal trainer, James brings an athletic mindset to the table. His balance between food and fitness defines his identity.

Train hard. Treat harder.

Looking ahead, James plans to expand into online training and launch his own apparel brand — continuing to grow both his platform and the sport worldwide.

At the British Eating League, we recognise competitors who elevate the game — and JWebbyCanEat is doing exactly that.





DK CREATIVE



# ★ EATING CONTEST ★

★ AT THE ★



★ ★ ★ ★ ★  
**NEWCASTLE  
FOOD FESTIVAL**

**SATURDAY 2<sup>ND</sup> MAY 2026**



**LIVE ON STAGE!**



**ACTION-PACKED B.E.L. EVENT**



**SPONSORSHIP OPPORTUNITIES AVAILABLE**



# FEATURED EATERS

The stars of the British Eating League



Max vs Food

Eater  
Programme  
Sponsor Here



Stef2Hungry

Featured In  
Every  
Programme



Nate vs Food

Featured  
All  
Season



Ollie Feasts

Eater  
Programme  
Sponsor Here



Lifting Weights,  
Cleaning Plates

Featured In  
Every  
Programme



JJ Da Lion

Featured  
All  
Season



Wayward Feaster

Eater  
Programme  
Sponsor Here



Reece v Food

Featured In  
Every  
Programme



Franco's Feasts

Featured  
All  
Season



JWebbyCanEat

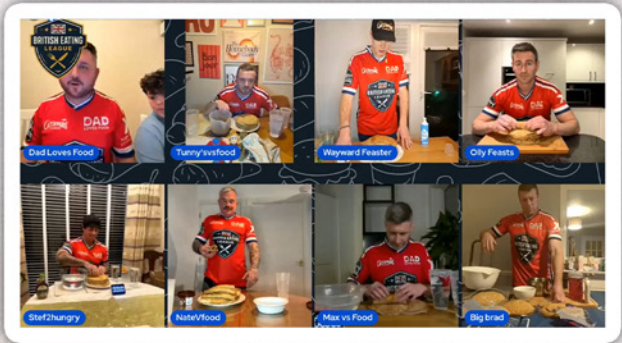
Eater  
Programme  
Sponsor Here



## ONLINE EVENTS ARE BIGGER (AND TASTIER) THAN EVER

The British Eating League began at The George Pub & Grill with live, in-person showdowns. But when COVID hit, we adapted — and online events were born. That shift opened the door for anyone, anywhere in the UK to compete. What started as a solution quickly became a major part of the league.

In our most recent showdown, I was live on screen alongside seven eaters, all wearing the new red British Eating League tops. The challenge? 1.5kg of English pancakes. Max dominated the contest, walked away champion and took home £100 cash for his performance.



Earlier this year in January, we also hosted the 10 McDonald's cheeseburgers challenge, which was won by Wayward Feaster — another huge online battle that brought serious competition to screens across the country.

Online events don't just mean UK entries either. They create opportunities for international competitors to get involved — something we've successfully done before — helping BEL grow beyond borders.

And the best part? These contests are hosted by yours truly, Dad Loves Food. No matter where I am in the world, I can still run the league. When I was out in Turkey, we even hosted a Jammy Dodgers rating contest with BEL athletes — proving that wherever there's WiFi, there's competition. You can always get your BEL fix.

We're aiming to run monthly online events, welcoming not just the pros but amateurs too. It keeps the action moving, keeps new talent coming through, and keeps the league accessible to everyone.

We're always looking for sponsors for our online events, with featured promotion across British Eating League, Dad Loves Food and The George Pub & Grill pages — giving brands strong digital visibility alongside the competition.



# FEATURED CONTENT CREATORS

This season we've brought referees and judges into the sport — and who better than established online creators. They know food, performance and entertainment, and now they're bringing that energy and fairness to our events, with more eyes than ever on the athletes and standards. Give them a follow and show your support — they're not just creating content, they're helping build a stronger, more professional league.



**Danny Malin**

Formerly of Rate My Takeaway, Danny built a huge following by sitting outside takeaways and giving honest, straight-talking reviews. No gimmicks, just big portions, real reactions and proper Northern humour that people genuinely love.



**Yorkshire Indian**

Bobby AKA Yorkshire Indian — is a Leeds-born chef and content creator where he shares authentic Indian recipes and cooking vibes with humour and heart. He turned his Yorkshire upbringing into a social sensation online across FB and TikTok.



**Great British Pub Crawl**

Dale and Holly from Great British Pub Crawl are proper pub-scene grafters. They travel up and down the country showcasing traditional pubs, proper pints, local food and the characters that make British boozers special.



**Mancave Bartender**

TikTok bartender-creator with over 1 million followers, serving up fun cocktail builds, drink hacks and banter from his outdoor home bar setup. His laid-back style, clever recipes and proper brummie humour have made him a hit with drink lovers and party people alike.



**Grumpy Northern Foodie**

Stu, a UK-based home cook and food creator known for hearty comfort dishes, quirky recipes & straight-talking reviews. With over 700k across socials, he champions honest, no-nonsense northern cooking and food content with plenty of character and humour.



**Historic Pub Crawls**

Thomas J. Vosper of Historic Pub Crawls Through England is a pub-obsessed author and creator behind the Historic Pub Crawls series. After turning an annual birthday crawl into a social media hit, he now maps out fun, fact-filled walks through historic pubs across the UK and beyond.



**Prime King / Kizza's Kandies**

Better known as Kizza from Kizza's Kandies — A larger-than-life personality bringing energy, banter and plenty of sweet deals to his growing following. Known for his live videos, giveaways and community engagement, he's built a loyal audience through consistency, character and a proper grassroots hustle.



**ButtyLad**

One of my best mates and drinking partner in crime — always up for the craic, the pints and a big night out. A loyal Stockton Town fan and a big character wherever he goes. You'll be seeing plenty more of him as he starts turning up to more BEL events — he's only just getting started. 🍷



**Baldy's Wigan**

Baldy's Pies in Wigan is the brainchild of Alex Melling, whipping up 28-time award-winning artisan pies that have earned big national recognition — including multiple British Pie Awards, WBA Awards and a British Street Food Award.



**Gas Guy**

The Gas Guy (Ian) is a travel and lifestyle creator sharing fun, unfiltered videos from Hisarönü, Oludeniz and Fethiye in Türkiye. Known for his banter, nightlife clips and honest takes from the strip and beaches, he's built a solid following through laid-back content and meet-ups with fellow travellers.



# FOOD CHALLENGE NEWS

---

## Welcome to Food Challenge News!

With thousands of food challenges taking place around the world, they have become a phenomenon, fueled by the rise of television and the internet.

Each challenge pushes participants to their limits, whether through size, fiery spice, or tricky textures. There are no boundaries in their design — towering stacks of patties, blistering heat levels, unique flavor combinations, and sometimes multiple plates to contain it all.

There is something for anyone daring enough to take a walk on the wild side of food.

We have published more than 100 articles exploring this ever-growing world, covering everything from massive breakfasts and monstrous burgers to a historic challenge dating back to the 1800s.

Our next article will spotlight a truly colossal ice cream challenge: 27 scoops piled high and drenched in toppings and sauces, served with two bananas, two brownies, two waffle cones, whipped cream, and cherries.

For more information on all our food challenge articles, please visit [www.foodchallengenews.net](http://www.foodchallengenews.net).

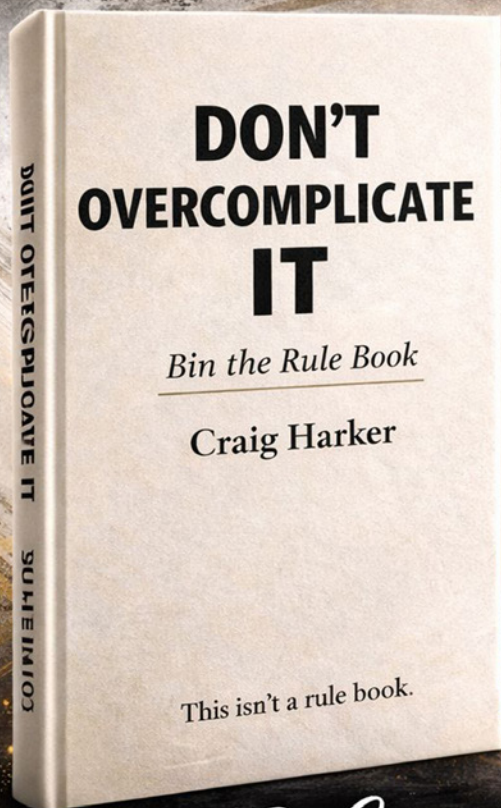
Thank you for reading this edition! -Seth, Food Challenge News



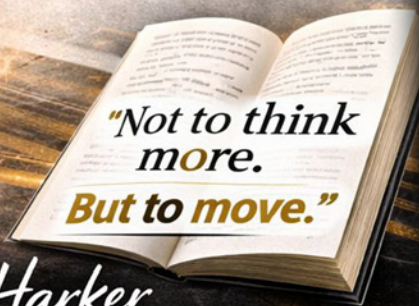
# NEW BOOK

## DON'T OVERCOMPLICATE IT

### *Bin the Rule Book*



- ✓ This isn't a rule book.  
*It's a mindset.*
- ✓ No systems.  
No formulas.  
*Just action.*
- ✓ Stop overthinking.  
Start moving.



*By Craig Harker*

**AVAILABLE ONLINE NOW**

Available at  
**amazon**

**& MANY  
BOOKSTORES**



Official

# FOOD PARTNER

AWARD WINNING SUPPLIER, DELIVERING  
PATTY FREAKS WITH PREMIUM FOOD,  
DRINKS AND CATERING SUPPLIES.

*Campbell*  
BROTHERS

## Serving the people who serve great food

Campbell Brothers exists to support chefs, caterers, and hospitality professionals with quality fresh meat, expert butchery, and dependable service. As part of Bidfood, one of the UK's leading national food service providers, we combine specialist butchery expertise with the scale, innovation, and support of a trusted wholesale partner.

- ◆ We're not just suppliers, Campbell Brothers and Bidfood are partners in freshness, reliability, and trust, supporting customers with everything from expertly prepared fresh meat to a wide range of food and catering products nationwide.
- ◆ With true national coverage across Great Britain, supported by Bidfood's network of 26 depots, we stay close to our customers and help bring every plate to life.
- ◆ Fully traceable and prepared by skilled butchers in BRC certified premises, backed by Bidfood's commitment to service excellence, sustainability, and forward-thinking foodservice solutions.





## UPCOMING EVENTS



DATE	CONTEST	VENUE
SUN 1ST MAR	CHICKEN FILLETS	PATTY FREAKS
SAT 14TH MAR	SLIDERS (BURGERS)	CATTLEMANS
SAT 2ND MAY	TBC	NEWCASTLE FOOD FEST
SUN 24TH MAY		STOCKTON CRICKET CLUB
SAT 4TH JUL	1/4 POUNDER BURGERS	ALMONDSBURY CREATIVE
SAT 25TH JUL	HOT DOGS	MUDBILLYS, EXETER



The  
**Cattlemans**  
STEAKHOUSE

# SLIDER BURGERS

EATING CONTEST

**3, 2, 1 LET'S EAT!**



**SATURDAY 14<sup>TH</sup> MARCH 2026**

**Cattlemans, Paignton, Devon**

★ PARTNERSHIP & SPONSORSHIP OPPORTUNITIES AVAILABLE ★



## – 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

Entry-level points



#### LARGE CHALLENGES

High-value league points



#### MASSIVE CHALLENGES

Top-tier leaderboard status

### Want Your Venue on the British Eating League Table?



✉ [BritishEatingLeague@gmail.com](mailto:BritishEatingLeague@gmail.com)

🌐 [www.BritishEatingLeague.co.uk](http://www.BritishEatingLeague.co.uk)

📷 [@BritishEatingLeague](https://www.instagram.com/BritishEatingLeague)

SCAN TO  
REGISTER  
YOUR CHALLENGE



Loved by competitive eaters & food creators across the UK

\* **British Eating League** – Raising the standard of UK food challenges \*

# GET READY!

# DLF <sup>UK</sup>BIG CALENDAR

## FOR EVERY OFFICE!

**OUT NOW**



THE BIG DLF CALENDAR  
WITH **KEY DATES YOU DON'T WANT TO FORGET!**



**COST EFFECTIVE**  
CALENDAR FOR 2026



**CALENDAR OUT NOW!**  
GET YOURS POSTED ALL ACROSS THE UK!  
**A0 SIZE - FULL-COLOUR**

# WANT TO COMPETE?

JOIN THE

# 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

COMPLETE LEVEL 1 ELIGIBILITY QUIZ AT:

**BRITISHEATINGLEAGUE.UK**

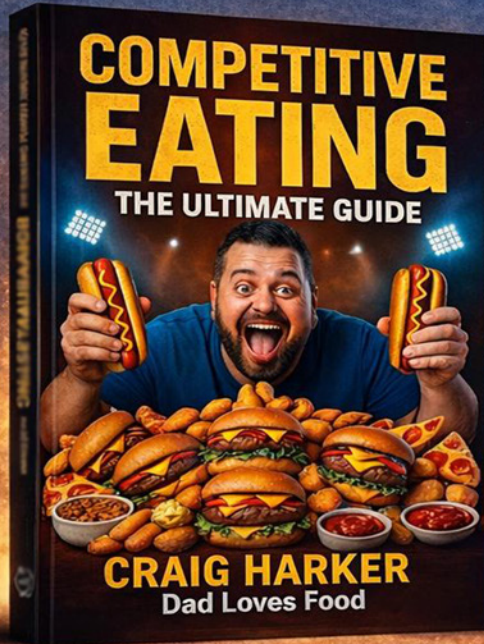


- ★ Trained competitors
- ★ Controlled environments
- ★ Professional standards

EAT RESPONSIBLY, KNOW YOUR LIMITS



**PRE-ORDER NOW!**



**AVAILABLE TO PRE-ORDER NOW**

Order online at:

**DadLovesFood.co.uk**



**SCAN TO PRE-ORDER**



# DAD LOVES FOOD

**OFFICIAL MERCHANDISE**



**BEL SHIRT**



*Scan For DLF Site*



**HOODIES**



**JACKETS**



**COATS**

[www.dadlovesfood.co.uk](http://www.dadlovesfood.co.uk)





## BRANDS POWERING THE LEAGUE

---

British Eating League might be a niche sport — but what we're building is anything but small. BEL only grows because businesses choose to stand beside us. Sponsors don't just place a logo on a shirt or inside a programme — they help fund venues, production, staging, livestreams, athlete development and our expansion onto bigger platforms. They allow us to raise standards, improve presentation and push the sport forward properly.

Sponsorship doesn't just support events — it fuels growth.

It also makes something even bigger possible: bringing international talent to the UK. Because of sponsorship backing, we're able to fly over world-class eaters like James "Webby" Webb from Australia and welcome Steel Rod Radim from the Czech Republic. That level of competition elevates the entire league. Travel, logistics, promotion and professional delivery all require backing — and our sponsors help turn ambition into action.

Very soon we'll be stepping onto the Newcastle Food Festival main stage, putting our athletes and our sponsors in front of thousands at one of the North East's biggest live food events. That's real exposure, real crowds and real momentum. And when a business partners with BEL, they don't just get a moment — they become part of a connected media ecosystem across British Eating League, Dad Loves Food, The George Pub & Grill, Cattleman's Steakhouse, our certified venues and our professional eaters. The combined reach delivers serious visibility across live events, social media, digital programmes and video content.

Every post. Every programme. Every shirt. Every stage appearance. It all builds. It all compounds. It all strengthens the brand of those who back us.

British Eating League is growing — and our sponsors are growing with us.

A huge thank you to today's sponsors Vocation Brewery and Bidfood. Your support genuinely helps us raise the level and continue building something bold, exciting and different.



STOCKTON  
CRICKET CLUB

OREO

EATING  
CONTEST



北京樓  
PEKING  
GARDEN

FRYDAYS  
Everyday is a Fryday!!

- Sunday -  
24th MAY 2026



