

OFFICIAL EVENT PROGRAMME OF THE BRITISH EATING LEAGUE

# THE FIRST BITE

ISSUE 4 // FREE

SATURDAY 14TH MARCH 2026  
CATTLEMANS STEAKHOUSE  
PAIGNTON

**WE ALL EAT  
TOGETHER**

The  
**Cattlemans**  
Steakhouse



## SLIDER BURGER EATING CONTEST

2PM Eat-Off • 10 Mins • Pro Eaters • Live Crowd Event

Cattlemans Steakhouse, 343-347 Totnes Road, Paignton, TQ4 7DE

**DAD**  
LOVES FOOD

**X** xerocad  
printcentre



OFFICIAL  
**2026 WHITE**  
**SHIRT**



LIMITED STOCK • MESSAGE TO ORDER • PREMIUM FIT

#BritishEatingLeague #BEL2026 #DadLovesFood #CompetitiveEating



# MESSAGE FROM THE FOUNDER

## Craig Harker - British Eating League

---

The league is shaping up nicely now.

It was a pleasure having James "Webby" Webb join us from Australia. He's been smashing through challenges at Cattlemans Steakhouse and picking up points from several certified food challenges during his time in the UK.

We're hoping to get Webby back later in the year — possibly for the Mudbillys contest in Exeter this July — but there's plenty happening before then.

I'm buzzing to be back at Cattlemans. There are now so many strong certified challenges here that eaters can make a proper weekend of it and stack up valuable points. Max vs Food will certainly be looking to do that before he heads off travelling across the United States.



**Craig Harker**

Founder - British Eating League

Today's event is the slider contest — mini burgers. Last time we ran this here, Joel Hansen set the mark with 37 sliders, with Max vs Food finishing second on 30. With the current UK number one competing again today, it'll be interesting to see if those numbers can be beaten.

We've also made a small change to the points system, giving more value to in-person and live online events. Going head-to-head with another eater is where the real pressure is — and where reputations are made.

Please make sure you're following the British Eating League and the athletes across social media — the league table is always 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



**MA** The Morning Advertiser

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

14 Dec 2015



## 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.

☛ Daily Mail

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

13 Aug 2019



☛ Teesside Live

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

23 Oct 2019



☛ Metro.co.uk

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

26 Jul 2020



☛ Metro.co.uk

Man smashes world record by eating 141 Oreos in five minutes

21 Sept 2020



☛ Daily Mail

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

22 Nov 2020



☛ The Mirror

Extreme eaters devour 60oz burger and 100 chicken nuggets in mammoth food challenge

18 Aug 2022



☛ Daily Mail

Pub challenging customers to 8,000-calorie 'Parmo Kebab' sandwich will pay for a TAXI to hospital

22 Dec 2022



☛ LADbible

Bloke is left covered in blood after demolishing huge steak in under five minutes

15 Feb 2023





# 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.

JJDalio 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.



**DAD**  
LOVES FOOD

**X**  
xerocad  
printcentre

The  
**Cattleman's**  
Steakhouse



**LEAGUE TABLE**

			IN-PERSON EVENT	ONLINE EVENT	CERTIFIED CHALLENGE	TOTAL POINTS
<b>1st</b>	<b>Max vs Food</b>		<b>2</b>	<b>1</b>	<b>10</b>	<b>88</b>
<b>2nd</b>	<b>JwebbyCanEat</b>		<b>1</b>	<b>0</b>	<b>13</b>	<b>67</b>
<b>3rd</b>	<b>JJ Da Lion</b>		<b>1</b>	<b>1</b>	<b>7</b>	<b>62</b>
<b>4th</b>	<b>Stef2Hungry</b>		<b>2</b>	<b>2</b>	<b>1</b>	<b>50</b>
<b>5th</b>	<b>Wayward Feaster</b>		<b>0</b>	<b>2</b>	<b>3</b>	<b>40</b>
<b>6th</b>	<b>Reece vs Food</b>		<b>1</b>	<b>1</b>	<b>3</b>	<b>30</b>
<b>7th</b>	<b>Nate vs Food</b>		<b>1</b>	<b>2</b>	<b>0</b>	<b>22</b>
<b>8th</b>	<b>Steel Rod Radim</b>		<b>1</b>	<b>0</b>	<b>2</b>	<b>16</b>
<b>9th</b>	<b>Olly Feasts</b>		<b>1</b>	<b>1</b>	<b>0</b>	<b>15</b>
<b>10th</b>	<b>Stefan Reger</b>		<b>0</b>	<b>0</b>	<b>4</b>	<b>10</b>
<b>11th</b>	<b>Tyler Owen</b>		<b>0</b>	<b>0</b>	<b>3</b>	<b>6</b>
<b>12th</b>	<b>King Billy</b>		<b>1</b>	<b>0</b>	<b>0</b>	<b>5</b>
<b>13th</b>	<b>TunnyvFood</b>		<b>0</b>	<b>1</b>	<b>0</b>	<b>3</b>
<b>13th</b>	<b>Brad Scott</b>		<b>0</b>	<b>1</b>	<b>0</b>	<b>3</b>
<b>15th</b>	<b>Franco's Feasts</b>		<b>0</b>	<b>0</b>	<b>1</b>	<b>2</b>



## ATLAS CHALLENGE @ THE PATTY FREAKS, LICHFIELD

Sunday 1st March saw something truly special happen at Patty Freaks in Lichfield, as the British Eating League hosted the first ever head-to-head Atlas Challenge. Traditionally, the Atlas Challenge is an individual attempt, with competitors taking on the massive burger feast alone against the clock. But for this special BEL event, we changed things up and made history by putting four competitive eaters head-to-head in a live showdown.



Stepping up first were J Webby Can Eat, Max vs Food, and Steel Rod Radim, all tackling the challenge simultaneously in an electrifying race against both the food and each other. Shortly afterwards, Stef2Hungry took on the Atlas Challenge separately.

The results were nothing short of incredible.

J Webby Can Eat stormed to victory with an incredible time of 04:19.

Max vs Food followed with a strong finish of 05:16.

Steel Rod Radim completed the challenge in 08:25.

Stef2Hungry also successfully took down the challenge with a time of 14:10.



To put these performances into perspective, the previous record for the Atlas Challenge was 10:04, held by JJDaLion. In an extraordinary display of competitive eating, 3 of the 4 competitors smashed the standing record, rewriting the leaderboard in a single afternoon. The challenge has also been conquered by other well-known competitive eaters including Leah Shutkever, Katina Eats Kilos, Randy "Atlas" Santel, and Josh "The Goat", showing just how respected the Atlas Challenge has become within the eating community.

Normally, the Atlas Challenge is about pride, glory, and a place on the wall of fame, with no cash prize attached. However, as this was an official British Eating League event, prize money was on the line. The top three finishers took home £100 for first place, £75 for second, and £50 for third, adding even more intensity to the contest.

The atmosphere inside Patty Freaks was electric, with supporters packing in to watch the spectacle unfold. The energy from the crowd, the incredible performances from the eaters, and the fantastic hospitality from the Patty Freaks team made the event truly memorable.

This challenge officially closed out an amazing weekend at Patty Freaks, and both the competitors and the supporters loved every moment of it. With records shattered and history made, the Atlas Challenge head-to-head will surely be remembered as one of the standout moments in recent British Eating League events.



# HOW THE LEAGUE TABLE WORKS

The British Eating League (BEL) operates like a traditional sports league, with competitors ranked by the total number of points earned across the season.

This year BEL introduced points for BEL-certified food challenges, meaning competitors can now earn points outside official league events. Early in the season this has already had a major impact, with eaters picking up points through certified challenges at venues such as Cattlemans Steakhouse.

After speaking with eaters, venues and sponsors, we have decided to adjust the points system to make the league fairer.

Competing at live events requires travel, preparation, and performing under pressure in front of crowds. Because of this added effort, in-person events now carry greater points value.

We are also introducing participation points to recognise competitors who attend and compete in league events.

To ensure fairness across the season, the revised system will be backdated to the first four events already completed.

## HOW THE LEAGUE TABLE WORKS

League positions are based on points earned from:

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

If competitors finish level on points, in-person event results act as the tie-breaker, rewarding those who perform best on the live stage.

The aim is simple:

A fairer, more competitive league that rewards commitment, performance and consistency across the entire season.

### POINTS STRUCTURE

#### LIVE BEL EVENTS

- 🏆 1st Place – 22 points
- 🥈 2nd Place – 16 points
- 🥉 3rd Place – 12 points
- \* Participation – 5 points

#### ONLINE BEL EVENTS

- 🏆 1st Place – 14 points
- 🥈 2nd Place – 10 points
- 🥉 3rd Place – 8 points
- \* Participation – 3 points

# BIG BEL PLATE

Everyone Gets A Seat At The Table



7

12



13

18



20



36



**£20**  
PER SQUARE



# CATTELMANS STEAKHOUSE

---

Welcome to Cattlemans Steakhouse, a place full of fun, great food, and all things cowboy, right here in the seaside town of Paignton.

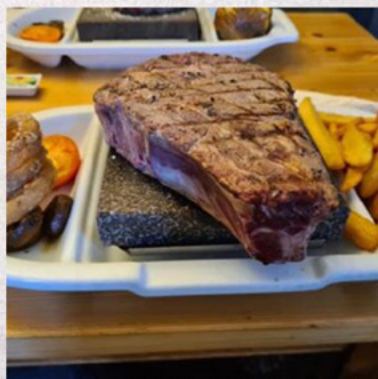
From 6oz steaks all the way up to our massive 200oz cuts, every steak we serve arrives on a sizzling hot volcanic stone. This lets you cook your steak exactly how you like it, right at your table, creating a unique and interactive dining experience you won't find just anywhere.

That's not all... Cattlemans Steakhouse is also known as the home of UK food challenges. With more than 20 different challenges available, for both seasoned pros and brave first-timers, we've become a must-visit destination for competitive eaters and food lovers alike. Many of these challenges offer cash prizes, giving competitors the chance to test their limits and walk away with more than just bragging rights.

We're proud supporters of the competitive eating scene and regularly host British Eating League events throughout the year. As part of the Mudbillys event on July 4th, Cattlemans Steakhouse plays an active role in bringing the competitive eating community together and helping the sport continue to grow. We fully understand the league, how it works, and how important it is for competitors and organisers alike.

Alongside our main challenges, we also host a range of BEL Certified Challenges where eaters can earn valuable points on the British Eating League table. This makes Cattlemans not just a great place to eat, but a key destination for anyone looking to compete, climb the rankings, and be part of the UK competitive eating scene.

Thanks to the power of social media, people travel from all over the world to take on our famous challenges, experience the atmosphere, and see if they've got what it takes to conquer a challenge.



The  
**Cattlemans**  
Steakhouse



**SUPERMARKET**

# CUSTARD CREAMS

**EATING CONTEST**

★ **ONLINE** ★

**£100 WINNER TAKES ALL ★**

2x 400g PACKETS • DRINKS ALLOWED

SUBMIT ENTRY NO LATER THAN  
**SUNDAY 29TH MARCH**



# ACCREDITED CHALLENGES

## CATTLEMAN'S STEAKHOUSE

- 1KG Chilli Challenge – 1 Point
- 2KG / 25oz Steak Challenge – 2 Points
- 72oz Steak Challenge – 3 Points
- Cottage Pie Challenge – 4 Points
- 3.4KG Chilli Challenge – 3 Points
- Mega Mixed Grill – 2 Points
- Holy Roast Challenge – 5 Points
- Monster Burger Challenge – 2 Points
- Chocolate Gateaux Challenge – 1 Point
- Fish & Chips Challenge – 2 Points
- Breakfast Challenge – 2 Points
- 50/50 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

## THE PATTY FREAKS

- Atlas Challenge – 2 Points

## SABSDELI

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

## PORT OF BRISTOL

- Breakfast Challenge – 2 Points
- Fish & Chips – 2 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



**AVAILABLE ONLINE NOW!**

**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.



## STEEL ROD RADIM (RADIM DVOŘÁČEK)

Steel Rod Radim is one of Europe's most recognisable competitive eaters and a major name in the international food challenge scene. Originally from Ostrava in the Czech Republic, Radim has built a huge following online and is known for his incredible speed, capacity and consistency in some of the toughest food challenges around the world.

Radim runs a popular YouTube channel with over 200,000 subscribers, where he documents his competitive eating contests and extreme food challenges across Europe and beyond. His biggest video to date is a Pizza Eating Contest in Pilsen, Czech Republic, posted in 2020, which has attracted an incredible 42.5 million views. ☒

Unlike many eaters who treat the sport as a hobby, Radim is one of the few competitors who does competitive eating full time, travelling internationally to take on challenges and competitions.

When asked about the British Eating League, Radim spoke highly of the concept and what it represents for the sport:

"It's great that the UK has its own eating league. It's an opportunity for both amateurs and professionals from all over the world to compete together and show off their skills. It's one of the few eating leagues in the world and I believe the only one in Europe, so it's really great that I can be a part of it."

For anyone thinking of getting into competitive eating, Radim has some simple but honest advice:

"Have fun, but don't assume competitive eating is easy. It takes a lot of practice and mental toughness. Train hard and the success will come."

With a massive online following, international experience and a reputation for taking on some of the biggest challenges in the world, Steel Rod Radim continues to be one of Europe's most exciting competitive eaters.





STEEL ROD  
D.A.D.

# ★ 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

When COVID hit, the British Eating League adapted – and online events were born.

What started as a temporary solution quickly became a major part of the league, opening the door for anyone, anywhere in the UK to compete.

In one of our recent showdowns, I hosted the contest live with seven eaters on screen, all wearing the new red British Eating League tops. The challenge was 1.5kg of English pancakes, and Max vs Food dominated the contest, walking away champion and taking home £100 cash.

Earlier this year we also hosted the 10 McDonald's Cheeseburger Challenge, won by Wayward Feaster, another strong online battle that brought eaters together from across the country.

Online contests also allow international competitors to take part, helping the league continue to grow beyond borders. When I was in Turkey we even hosted a Jammy Dodgers rating contest with BEL athletes – proving that wherever there's WiFi, there's competition.

As the league grows, we're introducing some important updates to the format. In-person events and official online contests will now award higher points, reflecting the difficulty and pressure of those competitions.

We're also introducing a new submission challenge format, where competitors can record their attempt on video and submit it within a set time window. This removes the need for everyone to compete at the same time and allows more people to enter from anywhere.

With live events, online contests and submission challenges, the British Eating League continues to evolve and give more competitors the chance to get involved.

Whether we're live on stage or live on screen, the action never stops.





# 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.



**Liam Marley Eats**

Liam Marley Eats is a Manchester-based food influencer and content creator known for reviewing independent restaurants, hidden gems, and a wide range of world cuisines. Across Facebook, YouTube, and Instagram, he shares honest reviews and showcases local favourites—from classic fish and chips to unique dishes from around the city.



**Chops Garage**

James of Chops Garage is a car dealer and content creator who takes viewers behind the scenes of the motor trade. Through his channels, he buys, sells, and repairs cars while showing the real process of auctions, deals, and getting vehicles back on the road.



**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, night life 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

Behind every food challenge and eating contest are stories just as exciting as the events themselves.



Have you ever wondered what it takes to run a pizza challenge?

We are working on episode 24 of the Food Challenge News podcast featuring Diana and Tara from Rendezvous Pizza in the USA. They will share a behind-the-scenes look at how they plan, promote, and run an upcoming pizza challenge.

With over 100 articles and 23 podcast episodes, there is plenty to explore, from food challenges and eating contests to behind-the-scenes stories, interviews, and insights from the people making it all happen.

Find Food Challenge News on Facebook, Instagram, X, or visit [www.foodchallengenews.net](http://www.foodchallengenews.net) to learn more.



Thank you for checking out this edition! –Seth, Food Challenge News

## COMPETITIVE EATING NEWS AROUND THE WORLD

In other competitive eating news from the United States, the latest event on the professional circuit organised by Major League Eating saw another incredible performance from one of the sport's biggest names.

At the recent Wings for Wishes Professional Wing Eating Championship, legendary eater Joey Chestnut once again demonstrated why he is widely considered the greatest competitive eater in history. Chestnut devoured an astonishing 221 chicken wings in just ten minutes, securing first place and another professional title on the Major League Eating circuit.

Finishing in second place was Australia's elite competitive eater James "Webby" Webb, who put in an impressive performance with 176 wings, continuing his strong run in international competitions. Webb has built a reputation as one of the most dangerous challengers in the sport and continues to push the pace against some of the best eaters in the world.

Third place went to American competitor Nick Wehry, who consumed 163 wings during the contest. Wehry has become a consistent top performer on the Major League Eating stage and is known for his aggressive speed and competitive style during high-pressure contests.

In fourth place was the dominant female competitive eater Miki Sudo, who finished with 125 wings. Sudo continues to prove she can compete alongside the very best in the sport and remains one of the most successful female eaters in professional competitive eating history.

Events like this continue to showcase the incredible level of competition in the United States, where professional contests regularly attract huge audiences, sponsors and global attention.

### **New Promotions Expanding the Entertainment Side of the Sport**

Alongside the traditional professional circuits, new promotions are continuing to emerge that focus on the entertainment and spectacle side of competitive eating.

One example is Extreme Eating Championships (EEC), a promotion in the United States that combines eating contests with large-scale entertainment events. Their contests are often staged at major expos and fitness events, with dramatic stage production, themed challenges and heavy social media coverage.

Recent promotions from EEC have included events such as a World Chocolate Cake Eating Championship, promoted alongside fitness expos and major entertainment events. One such contest was staged at Raymond James Stadium in Tampa, Florida, bringing together competitive eaters, influencers and content creators for a high-energy exhibition event.

The concept behind these events is to blend competitive eating with the spectacle of live entertainment, creating an atmosphere designed to capture viral moments, crowd engagement and large-scale online reach.

While some organisations focus on structured leagues and official rankings, others focus on creating high-energy showcase events that introduce competitive eating to new audiences through festivals, expos and entertainment-driven formats.

Together these different styles of events show how the sport of competitive eating continues to evolve globally, with organisers around the world experimenting with new formats, bigger prize pools and increasingly creative ways to present eating contests to fans.

As the sport grows, it is clear that competitive eating now sits at the crossroads of sport, entertainment and online content creation, bringing together competitors, promoters, venues and audiences from across the world.



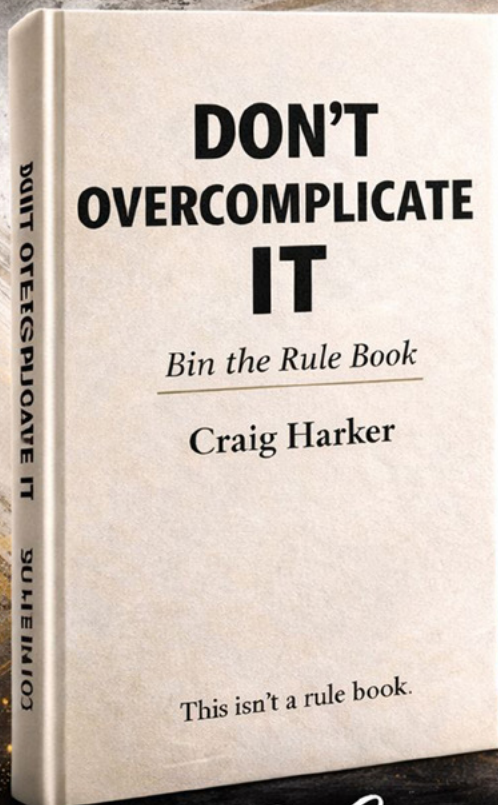
**FOLLOW BRITISH EATING LEAGUE**



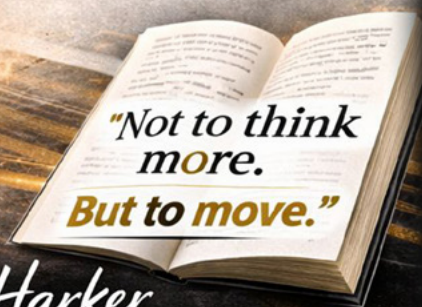
# NEW BOOK

## 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**



& Other  
Retailers



## UPCOMING EVENTS



DATE	CONTEST	VENUE
SAT 14TH MAR	SLIDERS (BURGERS)	CATTLEMANS
SAT 2ND MAY	DONUTS	NEWCASTLE FOOD FEST
SUN 24TH MAY		STOCKTON CRICKET CLUB
SAT 4TH JUL	1/4 POUNDER BURGERS	ALMONDSBURY CREATIVE
SAT 25TH JUL	CHICKEN NUGGETS	MUDBILLYS, EXETER

# CUPPING THERAPY

RECOVER • RECHARGE • RESET



 **Dream Doll Aesthetics**  
Body & Skin Clinic



**PRO ATHLETE RECOVERY**

**30 MINUTE SESSIONS**

• **BOOK YOUR SESSION**



**PRO ATHLETE RECOVERY**



**30 MINUTE SESSIONS**





## — 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

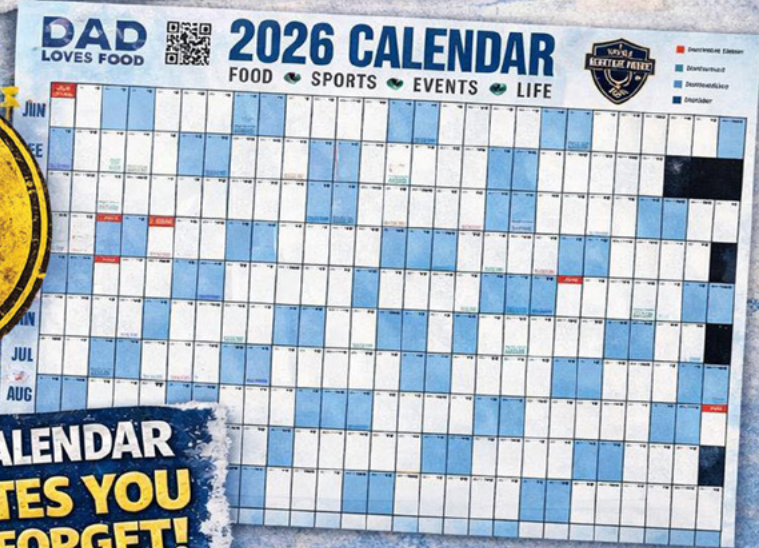
\* **British Eating League** – Raising the standard of UK food challenges \*

# GET READY!

# DLF 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**

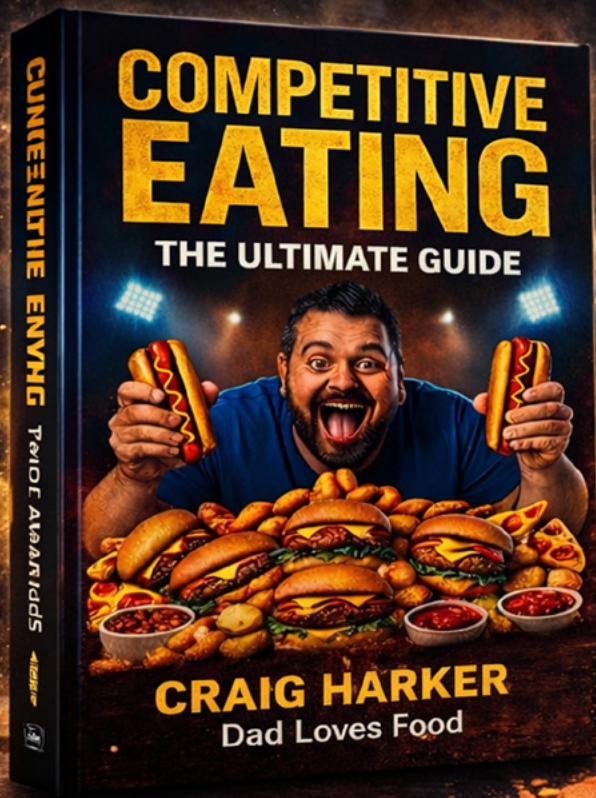


- ★ Trained competitors
- ★ Controlled environments
- ★ Professional standards

EAT RESPONSIBLY, KNOW YOUR LIMITS

# EAT LIKE A **CHAMPION**

MASTER THE ART OF  
**COMPETITIVE EATING**



✓ LEARN THE  
**SECRETS**  
OF THE **PROS**

✓ TRAIN YOUR  
**STOMACH**

✓ **DOMINATE**  
THE TABLE



AVAILABLE NOW AT

# Waterstones

**DADLOVESFOOD.CO.UK**



SCAN TO BUY

# 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

Before launching the British Eating League, I worked in advertising for the Gazette newspaper. One thing that always stuck with me was how much businesses were paying for adverts that often reached a surprisingly small audience.

That's one of the reasons BEL sponsorship works differently.

Through the combined power of British Eating League, Dad Loves Food, The George Pub & Grill, Cattlemans Steakhouse and our professional eaters, our content now reaches more than one million followers and over 100 million views every month across social media. That kind of reach allows us to give businesses genuine exposure through live events, videos, posts, shares and programme features.

There are many ways brands can get involved with the league, from shirt sponsorship and programme advertising to event partnerships and social media promotion. It means we can work with all sorts of businesses while helping them connect with a large and highly engaged audience.

A huge thank you goes to our 2026 shirt sponsors — Xerocad Print Centre, Patty Freaks, Cattlemans Steakhouse, Dad Loves Food, HDC Hisaronu, Madiba Watch and Best Bargain Buys. A couple of these sponsors have even come through contacts in Turkey, showing just how far the reach of BEL now stretches.

These events simply wouldn't happen without the businesses that support the league. Their backing helps us continue to raise standards, grow the sport and build something bigger with every event.

British Eating League might be a niche sport — but what we're building is anything but small.





STOCKTON  
CRICKET CLUB

OREO

EATING  
CONTEST



北京樓  
PEKING  
GARDEN



- Sunday -

24th MAY 2026



