

OFFICIAL EVENT PROGRAMME OF THE BRITISH EATING LEAGUE

THE FIRST BITE

ISSUE 11 // FREE

SATURDAY 15TH AUGUST 2026

SABSDeli

ROMFORD

WE ALL EAT
TOGETHER



Sabsdeli, 213C Pettits Lane North, Romford, RM1 4NU

BAGEL EATING CONTEST





OFFICIAL 2026 WHITE SHIRT



LIMITED STOCK • MESSAGE TO ORDER • PREMIUM FIT

#BritishEatingLeague #BEL2026 #DadLovesFood #CompetitiveEating



MESSAGE FROM THE FOUNDER

Craig Harker

Founder & President – British Eating League



WELCOME

Welcome to another edition of the British Eating League Programme. Firstly, a huge thank you to every competitor, venue, sponsor, volunteer and supporter who continues to get behind BEL. The league keeps growing, the standard keeps rising and we're seeing more venues embrace competitive eating across the UK.



NEXT STEP: SABSDALI – BAGEL EATING EVENT

Our attention now turns to Sabsdeli on Saturday 15th August, where the British Eating League returns for another live event and this time it's all about BAGELS!

We'll be bringing together BEL competitors for the Bagel Eating Event, with league points on the line and another chance for our eaters to climb the rankings.

These live events are what BEL is all about. Competitive eating, great venues, a brilliant crowd and competitors pushing themselves against some of the best eaters in Britain.



FOUR BEL ACCREDITED CHALLENGES

Sabsdeli isn't just hosting a BEL event. They're also an official BEL Accredited Challenge Venue, offering FOUR different accredited food challenges.

That means anyone who thinks they've got what it takes can step up and test themselves against challenges officially recognised by the British Eating League.

Whether you're an experienced competitive eater or simply fancy finding out what you're capable of, Sabsdeli is a fantastic place to give it a go.



THE LEAGUE IS HEATING UP

We're now well into the 2026 season and every BEL point is becoming increasingly important.

The competition across the league has been fantastic, with established names being pushed by new talent and every event having the potential to change the standings.

That's exactly what we wanted BEL to become: competitive, organised, entertaining and open to anyone brave enough to step up to the table.



SEE YOU AT SABSDALI

If you're nearby on Saturday 15th August, come along, support the competitors and experience a British Eating League event for yourself.

A massive thank you to Sabsdeli for supporting BEL, becoming an Accredited Challenge Venue and helping us continue to grow competitive eating across the UK.



THANK YOU

Thank you for continuing to support the British Eating League and everyone involved in making these events possible. See you at Sabsdeli!

Craig Harker

Craig Harker
Founder & President – British Eating League



Sabsdeli

DAD
LOVES FOOD

“TOGETHER WE'RE
RAISING THE
STANDARD OF
COMPETITIVE EATING
ACROSS THE UK.”

★ **ONE LEAGUE. ONE STANDARD. EARN YOUR PLACE.** ★

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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.



THE FIRST CHAMPION

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.

★ **ONE LEAGUE. ONE STANDARD. EARN YOUR PLACE.** ★

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NE The Northern Echo

Extreme eater Adam Moran wins mixed grill contest

23 Jun 2016



S The Sun

Pub cooks up world's biggest Christmas dinner — a mountain of food for one stuffed with 16,500 calories

17 Dec 2018



THE JOURNEY CONTINUES OF BEL



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.



A NATIONAL MOVEMENT

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

★ MAKING HEADLINES ★

DM Daily Mail

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

13 Aug 2019



T Teesside Live

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

23 Oct 2019



M Metro.co.uk

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

26 Jul 2020



M Metro.co.uk

Man smashes world record by eating 141 Oreos in five minutes

21 Sept 2020



DM Daily Mail

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

22 Nov 2020



M The Mirror

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

18 Aug 2022



DM Daily Mail

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

22 Dec 2022



LA LADBible

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

15 Feb 2023



★ ONE LEAGUE. ONE STANDARD. EARN YOUR PLACE. ★

EAT COMPETE INSPIRE

| BRITISHEATINGLEAGUE.UK |



BEL LEAGUE TABLE POINTS



EVERY BITE.
EVERY POINT.
EVERY CONTEST
COUNTS.

THE MORE YOU
COMPETE, THE MORE
POINTS YOU EARN,
THE CLOSER YOU GET
TO THE TOP!

★ **CONSISTENCY. DEDICATION. DETERMINATION.**
THAT'S WHAT CHAMPIONS ARE MADE OF. ★



IN-PERSON EVENTS

Points are awarded at all official
BEL in-person events.



1ST PLACE

22
POINTS



2ND PLACE

16
POINTS



3RD PLACE

12
POINTS



4TH PLACE

8
POINTS



PARTICIPATION

5
POINTS



ONLINE EVENTS LIVE & UPLOAD EVENTS

Points are awarded for online live
and upload events.



1ST PLACE

14
POINTS



2ND PLACE

10
POINTS



3RD PLACE

8
POINTS



PARTICIPATION

3
POINTS



EARN POINTS AT BEL CERTIFIED CHALLENGE VENUES!

Compete in official BEL certified challenges and earn valuable league points
towards the leaderboard.

- Cattlemans Steakhouse
- Almondsbury Creative
- Sabsdeli
- The Patty Freaks

- Port Of Bristol
- Fat Boyz
- Mr Chinnery's Emporium

★ **CLIMB THE LEAGUE TABLE. EARN THE BELT. BE THE CHAMPION!**
CHECK THE FULL LEAGUE TABLE AND EVENT RESULTS ONLINE AT BRITISHEATINGLEAGUE.CO.UK ★

SAFETY FIRST

HEALTH. SAFETY. FAIRNESS.
THE FOUNDATION OF EVERY BEL EVENT.



WE EAT.
WE COMPETE.
WE RESPECT
THE SPORT.



COMPETITIVE EATING IS A SPORT

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.



BEL EVENTS ARE FULLY CONTROLLED

Every BEL event is conducted in a controlled environment with:

- ✓ Qualified officials & guest referees
- ✓ Clearly defined competition rules
- ✓ Strict time limits
- ✓ Continuous safety monitoring
- ✓ Immediate medical response procedures if required



Everything you see on stage or online takes place within a professionally managed sporting environment.



PLEASE DON'T TRY THIS AT HOME

The British Eating League does not encourage or endorse food challenges outside of an organised event.

Fast or high-volume eating carries serious risks, including choking, dehydration and injury when performed without appropriate supervision.



YOUR SAFETY COMES FIRST

At every BEL event, competitor welfare always comes before results.

If an athlete shows signs of distress or becomes unwell, the contest is stopped immediately.

THERE ARE NO EXCEPTIONS TO THIS RULE.

No title, record or prize is ever more important than a competitor's health.



PROTECTING THE INTEGRITY OF THE SPORT

This season, BEL has introduced independent guest referees to strengthen fairness, improve safety oversight and ensure every competition is judged professionally.

Their role helps protect competitors, maintain sporting integrity and uphold the highest standards at every event.

NO RECORD IS WORTH RISKING YOUR HEALTH.



STOP IF YOU FEEL UNWELL. SPEAK UP. STAY SAFE.

THE BRITISH EATING LEAGUE IS COMMITTED TO:



SAFETY

Putting health and wellbeing first.



FAIRNESS

Ensuring equal opportunity and honest competition.



RESPONSIBILITY

Promoting the sport in a safe, respectful and responsible way.



COMMUNITY

Supporting athletes, officials, venues and fans.



GROWTH

Building the future of competitive eating the right way.



TOGETHER, WE MAKE COMPETITIVE EATING SAFER, STRONGER & RESPECTED.



BRITISH EATING LEAGUE



BAGEL **EATING** *CONTEST*



WHO CAN FINISH
10 BAGELS
IN THE QUICKEST TIME?



SATURDAY 15TH AUGUST 2026



5PM



SABSDALI



ROMFORD, LONDON

1

1ST PLACE

£300

PRIZE

2

2ND PLACE

£150

PRIZE

3

3RD PLACE

£50

PRIZE



SABSDeli



Sabsdeli is the kind of venue that fits perfectly with the British Eating League. Big food, big portions and a team that isn't afraid to create something a little different!

At its heart, Sabsdeli is a proper independent deli and food venue, serving up a great selection of freshly prepared food with plenty of loaded, indulgent options on the menu. It's relaxed, welcoming and exactly the sort of place where you can call in for something tasty without needing to take on one of their monster challenges!

But for those with a much bigger appetite, Sabsdeli has taken things to another level by becoming an official BEL Accredited Challenge Venue.

There are currently FOUR accredited challenges available, and successfully completing any one of them earns 3 BEL League Points towards the championship standings:

3KG New York Cheesecake – An enormous three kilograms of rich New York-style cheesecake. Simple in theory, absolutely brutal in reality!

The Bubble Breakfast – A monster breakfast challenge designed to test even the biggest morning appetites.

The English Breakfast Loaded Stick – A proper English breakfast packed into one seriously loaded creation.

The Spicy Toastie – It's not just quantity you're battling with this one. Competitors need to handle the heat as well as the food!

That means there are 12 BEL League Points in total potentially waiting for anyone capable of conquering all four challenges, making Sabsdeli an important stop for competitors looking to climb the BEL table.

Sabsdeli is also stepping into the live competitive eating scene, hosting the BEL Bagel Eating Event on Saturday 15th August, when some of Britain's competitive eaters will go head-to-head with more valuable league points at stake.

Whether you're visiting to enjoy the food, watch the competitive eaters in action or think you've got the appetite to tackle one of the accredited challenges yourself, Sabsdeli is a venue that's getting right behind competitive eating in the UK.

Great food. Four accredited challenges. BEL points on the table. Welcome to Sabsdeli.

EUROPEAN OPEN CHAMPION

★ 2026 ★



BRITISH EATING LEAGUE EUROPEAN OPEN CHAMPION 2026

A TRUE DISPLAY OF SKILL, DETERMINATION AND CHAMPION MENTALITY!

THANK YOU TO EVERYONE AT CATTLEMANS STEAKHOUSE,
MUDBILLY'S SUMMER SENDS FESTIVAL, OUR COMPETITORS,
OFFICIALS, SPONSORS AND FANS FOR AN EPIC EVENT!

The Cattleman's
Steakhouse

DAD
LOVES FOOD



xerocad
printcentre

ONE LEAGUE | REAL FOOD | REAL PEOPLE | REAL CHAMPIONS



**Haus der
Bratwürste**

BRETZEL - BIER - BRATWURST



Bratwurst Eating Comp

SATURDAY 3RD | OCTOBER 2026

AT 6PM

BIERE | BRATWURSTE | LIVE MUSIC



WIDE SELECTION OF
**GERMAN
BEERS**



AUTHENTIC
**GERMAN
FOOD**



LIVE
ENTERTAINMENT
ALL WEEKEND



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HAUS.DER.BRATWURSTE
ATWEXPERIENCEEVENTS
@GMAIL.COM

**DARLINGTON MARKET SQUARE
DL1 5RP**



HOW THE LEAGUE TABLE WORKS



THE LEAGUE, JUST LIKE SPORT

The British Eating League runs in a similar format to a traditional sports league, with competitors ranked throughout the season based on the total number of points they accumulate.



2026 SEASON UPDATE

For the 2026 season, BEL introduced points for BEL-certified food challenges, allowing competitors to earn league points outside of official live events for the first time.

The change has already influenced the standings early in the season, with eaters collecting valuable points through certified challenges at venues including Cattleman's Steakhouse.



A FAIRER BALANCE

Following discussions with competitors, venues and sponsors, the league has revised the points structure to create a fairer balance across all formats of competition.



LIVE EVENTS CARRY MORE WEIGHT

Live events demand considerably more from competitors – including travel, preparation and performing under pressure in front of a live audience. In recognition of that, in-person events now award increased points compared to other formats.



PARTICIPATION MATTERS

BEL also awards participation points to acknowledge competitors who attend and compete at official league events throughout the season.



CONSISTENCY WINS

To maintain fairness and consistency, the updated scoring system will be applied retrospectively to the opening four events already completed this year.

★ 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



**EVERY POINT COUNTS.
EVERY CHALLENGE
MATTERS.**

★ HOW THE LEAGUE TABLE WORKS ★



POINTS EARNED

Points are earned across three categories:



THREE CATEGORIES

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



TOTAL POINTS

All points are combined to determine the league standings.



TIE-BREAKER

If competitors finish level on points, in-person results act as the tie-breaker.



REWARDING THE BEST

The athlete who performs strongest in live competition will be rewarded.



OUR OBJECTIVE

To create a fairer, more competitive league that rewards commitment, consistency and performance all season long.



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The Cattlemans
Steakhouse

PATTY FREAKS
CU

LEAGUE TABLE

			IN PERSON EVENT	ONLINE EVENT	ONLINE UPLOAD	CERTIFIED CHALLENGE	TOTAL POINTS
1st	JJ Da Lion		6	2	3	23	267
2nd	Max vs Food		5	3	4	15	257
3rd	Wayward Feaster		3	3	5	15	165
4th	stef2Hungry		5	4	4	7	158
5th	Reece Vs Food		5	2	3	7	121
6th	Steel Rod Radim		4	0	0	14	105
7th	Dan Is Full		0	0	1	15	52
8th	Brad Scott		2	3	4	0	49
9th	Olly Feasts		2	2	2	3	43
10th	Johnatable		2	0	0	6	30

			IN PERSON EVENT	ONLINE EVENT	ONLINE UPLOAD	CERTIFIED CHALLENGE	TOTAL POINTS
11th	Stefan Reger		1	0	0	7	29
12th	Nate vs Food		1	2	1	0	25
13th	Adrian Wleckowski		0	0	3	0	21
14th	Tyler Owen		1	0	0	4	20
15th	Josh The Goal		1	0	1	2	17
16th	Lifting Weights Cleaning Plates		1	0	0	0	16
17th	Franco's Feasts		2	0	1	1	15
18th	Cole Clears Plates		0	0	1	5	15
19th	Kyle v Food		2	0	0	0	13
20th	Joe		1	0	0	0	12
20th	Mitch Clifton		1	0	0	0	12
22nd	Buffed & Stuffed		0	1	3	1	12
23rd	Lamar vs Food		0	0	0	5	12
24th	Food OGR		0	0	1	0	10
25th	Steff (Belgium)		0	0	0	3	8

			IN PERSON EVENT	ONLINE EVENT	ONLINE UPLOAD	CERTIFIED CHALLENGE	TOTAL POINTS
26th	Pizza Explorer		0	0	1	2	7
27th	Anthony Ozy Whitworth		0	0	2	0	6
28th	King Billy		1	0	0	0	5
28th	Steve		1	0	0	0	5
28th	Just Dawesy		1	0	0	0	5
28th	The Barber		1	0	0	0	5
28th	Scott		1	0	0	0	5
33rd	TunnyvFood		0	1	0	0	3
34th	Jonno		0	0	1	0	3
34th	Daniel Jenkins		0	0	1	0	3
34th	Keith Dighton		0	0	1	0	3
34th	Yahel		0	0	1	0	3
34th	Jack Wilshire		0	0	1	0	3
39th	Theo		0	0	0	1	1

*Results Last Updated 10/08/26

*JJ Da Lion deducted 5 Points



BEL RULES EXPLAINED

★ ★ FAIR. SAFE. CONSISTENT. THAT'S THE BEL STANDARD. ★

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



1. STANDARDISED COMPETITIONS

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.



2. START TO FINISH

Once the countdown begins, eaters must remain seated, follow official instructions and complete the full challenge as set out by BEL officials.



3. FINISH CONFIRMATION

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.



4. CHIPMUNK FINISH (SELECT EVENTS)

In some events, BEL allows a controlled "chipmunk finish", where the final mouthful may be loaded at the end of the challenge. 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.



5. SAFETY 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.



6. ATHLETE SUPPORT

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.



7. ONLINE EVENTS

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.



8. BEL CERTIFIED FOOD CHALLENGES

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.**



★ **ONE LEAGUE. ONE STANDARD. EARN YOUR PLACE.** ★

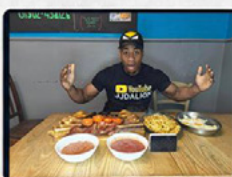


FEATURED EATERS

★ THE STARS OF THE BRITISH EATING LEAGUE ★



Max
vs Food



JJ Da
Lion



Stef2
Hungry



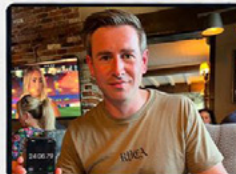
Wayward
Feaster



Nate
vs Food



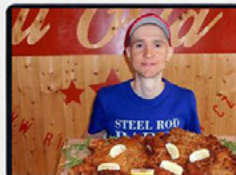
Reece
v Food



Olly
Feasts



Franco's
Feasts



Steel
Rod
Radim



Big Brad
Eat



★ ONE LEAGUE. ONE STANDARD. EARN YOUR PLACE. ★

2026 SEASON



BRITISH EATING LEAGUE

SUPPORTER SHIRT



AVAILABLE ONLINE NOW!

ONLY

£29.99

DON'T MISS OUT – ORDER YOURS!



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

The British Eating League promotes safe, responsible competitive eating.

ALWAYS KNOW YOUR LIMITS.

★ **ONE LEAGUE. ONE STANDARD. EARN YOUR PLACE.** ★



TURN YOUR BIGGEST DISHES — INTO A ★ — CROWD-PULLING CHALLENGE!



WHAT IS A BEL CERTIFIED CHALLENGE?



CREATED BY YOU

A food challenge designed by your venue.



OFFICIALLY LISTED

Your challenge is featured on the British Eating League.



POINTS AWARDED

Successful eaters earn valuable league points.



FREE PROMOTION

We promote your challenge to our 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



SCAN TO
REGISTER
YOUR CHALLENGE

WANT YOUR VENUE ON THE BRITISH EATING LEAGUE TABLE?

 Craig@britisheatingleague.uk

 Britisheatingleague.uk

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



BRITISH
EATING
LEAGUE

★ LOVED BY COMPETITIVE EATERS
& FOOD CREATORS ACROSS THE UK ★

★ BRITISH EATING LEAGUE – RAISING THE STANDARD OF UK FOOD CHALLENGES ★



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
Wayward Feast - 3 Points
Lions Feast - 3 Points
Hot Dogs - 3 Points
Fish Fingers - 3 Points

ALMONDSBURY CREATIVE

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

SABSELI

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

THE PATTY FREAKS

Atlas Challenge - 2 Points

FAT BOYZ

The Tower Of Terror - 5 Points

PORT OF BRISTOL

Breakfast Challenge - 2 Points
Fish & Chips - 4 Points
Council Cuisine - 3 Points

MR CHINNERY'S EMPORIUM

Ramen Noodles - 2

POINTS COUNT TOWARDS OFFICIAL BRITISH EATING LEAGUE RANKINGS!



BEL EATER PROFILE

BRITISH EATING LEAGUE



UK'S #1 COMPETITIVE EATER

Max vs Food is one of the most successful and consistent competitive eaters in the British Eating League. Known for his incredible pace, determination and huge appetite, Max has built an unbeatable record over the years across both live and online challenges.

BEL CHAMPION



Max has been BEL Champion for the last 4 consecutive years, but will he make it five?



RANKED
UK #1
EATER



RANKED
#8
IN THE WORLD



4
CONSECUTIVE
BEL CHAMPION
TITLES

BEL ACHIEVEMENTS

- 1st** Hot Dog Eating at The Regent
- 1st** Online Pancake Eating
- 2nd** Chicken Fillet Eating at Patty Freaks
- 1st** Slider Burger Eating at Cattleman's
- 1st** Online Custard Cream Eating
- 1st** Online Iceland Frozen Pizza
- 2nd** Online Wotsits Eating
- 1st** Online Cherry Bakewell
- 1st** Online Jammie Dodger
- 1st** Hot Dog Eating at Mudbillys
- 1st** Baguette Eating at Mudbillys

MAJOR LEAGUE EATING



Competing on the world stage against the best eaters from around the globe.

SOCIAL MEDIA STATS



FACEBOOK
98K FOLLOWERS



INSTAGRAM
20.1K FOLLOWERS



YOUTUBE
115K SUBSCRIBERS



TIKTOK
54.5K FOLLOWERS

DEDICATION. DISCIPLINE. DOMINATION.



BEL EATER PROFILE

BRITISH EATING LEAGUE



JJ DA LION THE HUNGRY LION

Explosive. Determined. Relentless.

JJ Da Lion is one of the most exciting competitive eaters in the British Eating League. With incredible speed, power and a never give up attitude, JJ is pushing the limits in every challenge he enters. The lion is hungry – and the throne is within reach.

EATER STATS



#1

CURRENTLY #1 ON
THE BEL LEAGUE
TABLE (267 POINTS)



SPEED. POWER.
FOCUS. HUNGER.
THAT'S THE LION WAY.

BEL ACHIEVEMENTS

- 2nd Hot Dog Eating at The Regent
- 1st Pie Eating at F. Cookes
- 1st Donut Eating at Newcastle Food Festival
- 2nd Online Oreo Eating
- 1st Online Wotsits Eating
- 1st Burger Eating at Burger Fest UK
- 2nd Online Cherry Bakewell
- 1st Quarter Pounder Burger Eating at Almondsbury Creative
- 2nd Baguette Eating at Mudbillys

SMASHING IT ON TIKTOK



244.6K
FOLLOWERS

3.9M
LIKES



Massive challenges. Epic eats.
Join the pride and follow the lion!

SOCIAL MEDIA STATS



FACEBOOK
84K FOLLOWERS



INSTAGRAM
121K FOLLOWERS



YOUTUBE
42.8K SUBSCRIBERS

★ **STAY HUNGRY. STAY FOCUSED. STAY LION.** ★

BRITISH EATING LEAGUE



PREVIOUS RESULTS FROM MUDBILLYS

Hot Dog Eating Contest Results

The British Eating League Hot Dog Eating Challenge at Mudbillys Summer Sends 2026 delivered everything we hoped for – huge numbers, incredible performances and some of the UK and Europe's best competitive eaters battling it out for their share of a massive £5,000 prize pot!

Over two action-packed days at The Cattlemans Steakhouse, Little Silver MX in Exminster, the competitors pushed themselves to the absolute limit.

And when it was all over, there was one man standing at the top...

 **MAX VS FOOD – 39 HOT DOGS!**

Max produced a phenomenal performance, putting away an incredible 39 hot dogs to take the victory and add another huge result to his competitive eating record.

 Steel Rod Radim took second place with an impressive 25.5 hot dogs, while Reece Vs Food and Wayward Feaster couldn't be separated, both finishing on 20 hot dogs to share third place.

The final standings were:

-  Max Vs Food – 39
-  Steel Rod Radim – 25.5
-  Reece Vs Food – 20
-  Wayward Feaster – 20
- 4th JohnATable – 16.5
- 5th Franco's Feasts – 16
- 6th Stefan Reger – 14
- 7th Josh The Goat – 11.5
- 8th The Barber – 8

Unfortunately, JJ Da Lion was disqualified after vomiting during the contest, meaning his total could not be included in the official results. It's always a brutal way for a competition to end, but that's competitive eating – when you're pushing your body right to the limit, the smallest mistake can completely change the result.

A massive thank you to The Cattlemans Steakhouse, Mudbillys, every competitor, the officials and everyone who came along and supported the event.



MUD BILLYS
The Cattlemans Steakhouse

**RESULTS
HOT DOG
EATING
CHALLENGE**

1 ST	MAX VS FOOD	39 HOT DOGS
2 ND	STEEL ROD RADIM	25.5 HOT DOGS
3 RD	REECE VS FOOD	20 HOT DOGS
3 RD	WAYWARD FEASTER	20 HOT DOGS
4 TH	JOHNATABLE	16.5 HOT DOGS
5 TH	FRANCO'S FEASTS	16 HOT DOGS
6 TH	STEFAN REGER	14 HOT DOGS
7 TH	JOSH THE GOAT	11.5 HOT DOGS
8 TH	THE BARBER	8 HOT DOGS

**£5,000
PRIZE POT**

SAT 25TH JULY & SUN 26TH JULY
MUDBILLYS SUMMER SENDS 2026
LITTLE SILVER MX, EXMINSTER, EXETER

This was competitive eating at its best – big personalities huge appetites and a fantastic crowd creating an atmosphere to remember.



European Open Championship Result

The British Eating League European Open Championship 2026 produced a fantastic battle as four top competitive eaters went head-to-head at Muddibillys Summer Sends Festival, with a massive Ham & Cheese Baguette standing between them and one of BEL's biggest titles.

With the European Open Championship on the line, there was absolutely no room for error.

And it was Max Vs Food who delivered when it mattered most.

Max absolutely demolished the enormous baguette in an incredible 1 minute 5 seconds, securing first place and becoming the British Eating League European Open Champion 2026!

Behind him, JJ Da Lion put in another strong performance to claim second place, with European competitor Steel Rod Radim taking third and Wayward Feaster completing an incredibly strong final four.

🏆 EUROPEAN OPEN CHAMPIONSHIP 2026 RESULTS

- 1st – Max Vs Food – 1m 5s
- 2nd – JJ Da Lion
- 3rd – Steel Rod Radim
- 4th – Wayward Feaster



The European Open is a particularly special championship within the British Eating League. The title is contested just once each year, meaning Max has now permanently added his name to the BEL history books as the 2026 European Open Champion.

A massive thank you has to go to The Cattleman's Steakhouse for putting together the monster Ham & Cheese Baguettes, everyone at Muddibillys Summer Sends Festival, our officials, volunteers, sponsors and, of course, everyone who came along and created such a brilliant atmosphere.

Four fantastic eaters. One enormous baguette. One European title.

And in just 65 seconds, Max Vs Food became champion. 🏆

Congratulations to our 2026 British Eating League European Open Champion – MAX VS FOOD!



FOLLOW BRITISH EATING LEAGUE





ONLINE EATING PREVIOUS RESULTS

Jammie Dodgers Online Upload Contest

The 40 Jammie Dodgers. One timer. Fastest eater wins.

The latest British Eating League Online Upload Contest certainly delivered, with competitors taking on one of our fastest and deceptively difficult challenges yet.

With the deadline set for 25th July, entries came in from across the competitive eating scene, all attempting to demolish 40 Jammie Dodgers as quickly as possible.

And one competitor was in a league of his own... 🏆 MAX VS FOOD – 1 MINUTE 9 SECONDS!

Max produced an absolutely blistering performance, averaging almost one Jammie Dodger every 1.7 seconds to comfortably take the victory!

Food OGR secured second place with an impressive 2m 2s, while Wayward Feaster wasn't far behind, completing all 40 biscuits in 2m 8s to take third.

🍓 OFFICIAL RESULTS

- 🥇 1st – Max Vs Food – 1m 9s
- 🥈 2nd – Food OGR – 2m 2s
- 🥉 3rd – Wayward Feaster – 2m 8s
- 4th – Reece Vs Food – 2m 28s
- 5th – Adrian Więckowski – 2m 31s
- 6th – Buffed & Stuffed – 3m 25s
- 6th – Jack Wilshire – 3m 25s

Another fantastic set of performances and, importantly, every successful entry earns valuable British Eating League points, making these Online Upload Contests an important part of the battle up the BEL standings.

The format might sound simple, but 40 Jammie Dodgers at full speed is anything but easy. Getting them down quickly while staying within the rules made for some brilliant attempts.

A massive congratulations to Max Vs Food on another victory, and well done to every eater who got involved and submitted their attempt before the deadline.

READY TO COMPETE?

BECOME PART OF THE

BRITISH EATING LEAGUE



DO YOU HAVE WHAT IT TAKES?



COMPETE AGAINST THE BEST

Take on the UK's top eaters in our biggest challenges and live events.



EARN POINTS. CLIMB THE TABLES.

Collect league points at official events and BEL-certified challenges all year round.



CHALLENGE YOUR LIMITS

Test your skills, break your personal bests and prove you belong.



CHASE CHAMPIONSHIP GLORY

Top the tables and claim your place as the British Eating League Champion.

★ COMPETE IN A PROFESSIONAL LEAGUE ★



TRAINED COMPETITORS
Athletes who take their craft seriously.



CONTROLLED ENVIRONMENTS
Safe, fair and overseen by the BEL.



PROFESSIONAL STANDARDS
Rules, judging and integrity at every event.



SCAN TO GET STARTED

TAKE THE FIRST STEP TODAY
COMPLETE THE LEVEL 1 ELIGIBILITY QUIZ AT:

BRITISHEATINGLEAGUE.UK

★ **ONE LEAGUE. ONE STANDARD. EARN YOUR PLACE.** ★

EAT **COMPETE** INSPIRE | BRITISHEATINGLEAGUE.UK |



CUPPING THERAPY

RECOVER • RECHARGE • RESET



PRO ATHLETE RECOVERY

30 MINUTE SESSIONS

• **BOOK YOUR SESSION**



**PRO ATHLETE
RECOVERY**



**30 MINUTE
SESSIONS**



BIG BEL PLATE

Everyone Gets A Seat At The Table

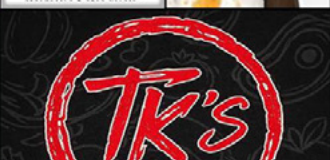


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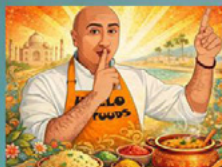
FEATURED CONTENT CREATORS

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.



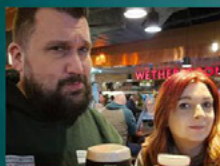
Danny Malin

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 brain-child 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, Ölüdeniz 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.



The Yorkshire Stone Dresser

The Yorkshire Stone Dresser is Yorkshire stonemason James Robinson, known for his traditional craftsmanship and popular social media content. Proudly supporting the British Eating League.

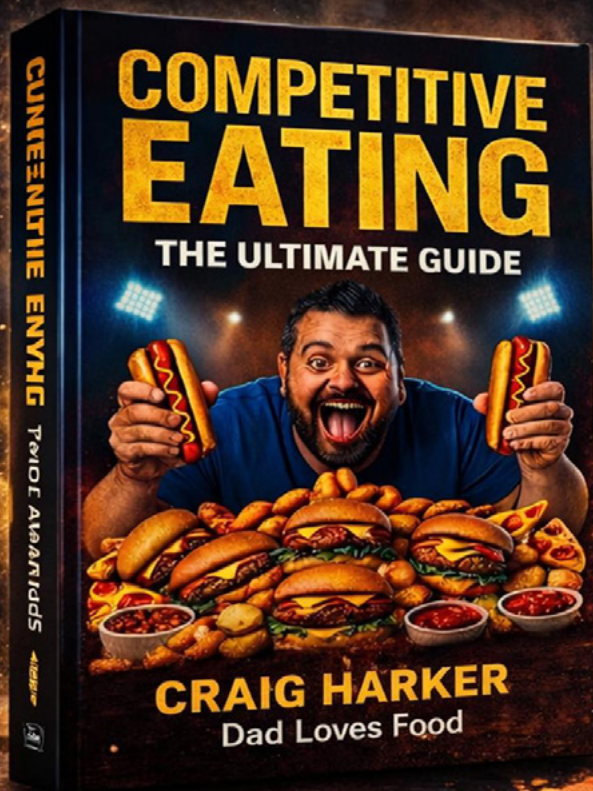


ButtyLad

ButtyLad is one of Craigs closest childhood mates and he travels around a lot. He set up his own vlogging page so you can follow ButtyLads adventures on Facebook. You'll regularly catch him on his fitness journey whilst he eats healthy and goes to the gym too.

EAT LIKE A **CHAMPION**

MASTER THE ART OF
COMPETITIVE EATING



✓ LEARN THE
SECRETS
OF THE **PROS**

✓ TRAIN YOUR
STOMACH

✓ **DOMINATE**
THE **TABLE**



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SCAN TO BUY



UPCOMING EVENTS



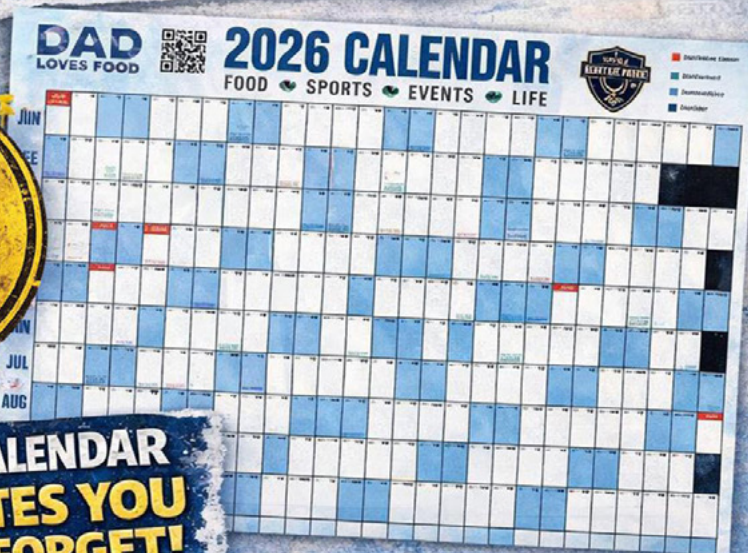
DATE	CONTEST	VENUE
SAT 15TH AUG	BAGELS	SABDSELI, ROMFORD
SAT 3RD OCT	BRATWURST	HAUS DER BRATWURSTE

CHECK OUT THE WEBSITE FOR LATEST EVENT UPDATES
WWW.BRITISHEATINGLEAGUE.UK

GET READY!

DLF BIG CALENDAR

FOR EVERY OFFICE!



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



830 FINISH

A NEW TWIST ON DARTS



Competitive eating has grown into one of the UK's fastest-rising competitive sports thanks to the **British Eating League**, proving that fresh ideas can build passionate communities. Now it's time to bring that same thinking to the world of darts.



Created by Craig Harker, founder of the British Eating League, 830 Finish offers a brand-new way to play. Hit every number from **1 to 20** in order, choosing whether each is a single, double or treble before finishing with four bulls. You have just **24 darts** to score as many points as possible.



A perfect game scores **830 points** – trebles on 1–20 (630 points) followed by four bullseyes (200 points). It sounds simple, but every dart counts and one mistake can change everything.



Just like the **BEL** monthly upload competitions, 830 Finish runs monthly online challenges. Record your attempt, submit your video before the deadline and see where you rank against players from around the UK.



Whether you're a seasoned darts player or simply looking for a fresh challenge, now is the perfect time to get involved.

★ **ONE BOARD. TWENTY-FOUR DARTS. ONE PERFECT SCORE. CAN YOU HIT 830?** ★

CAN YOU
HIT AN
830
FINISH?



ONE BOARD.
24 DARTS.
ONE PERFECT SCORE.

AUGUST CHALLENGE

THINK YOU HAVE WHAT IT TAKES? **PROVE IT. WIN £100!**

£100
TO THE
WINNER!

★
**ONLY ONE
CAN HIT
PERFECT!**

HOW
TO
ENTER:

1



PLAY

Play an official
game of
830 Finish

2



RECORD

Record your
full attempt
on video

3



SUBMIT

Send us your
video for
review

4



ACCEPTED

Score must be
verified and
accepted

**ENTER
NOW!**



DEADLINE: MIDNIGHT 31ST AUGUST!



PARTNERING WITH US

STRONG PARTNERSHIPS. BIGGER EVENTS. GREATER EXPOSURE.

The British Eating League would like to thank all of our sponsors, partners and supporters who help make our events possible. Your support allows us to continue growing competitive eating across the United Kingdom and delivering bigger, better and more professional events each season.

★ WHY PARTNER WITH BEL? ★



MASSIVE EXPOSURE

Our competitions reach hundreds of thousands of people across social media, websites, news outlets and events.



POWERFUL MARKETING

Direct access to a highly engaged, passionate audience with real influence and spending power.



STRONG COMMUNITY

Associating your brand with a sport built on passion, entertainment and fair competition.



CONTENT THAT DELIVERS

Regular high-quality content across multiple platforms all year round.



GROW WITH US

As BEL continues to expand, your brand grows with us every step of the way.

BEL content has been featured across national media and international platforms, giving our partners exposure that goes far beyond the competition table.

Whether it's event sponsorship, category partnership, or long-term collaboration, we offer a range of opportunities to suit your business goals.

Thank You TO OUR INCREDIBLE PARTNERS

We would like to thank sponsors including Cattlemans Steakhouse, Xerocad Print Centre, HDC Dentist Hisarönü, Best Bargain Buys Icmeler, Madiba Watch Marmaris and Patty Freaks, alongside the many businesses that support our athletes, events and league initiatives throughout the season. We also continue to invest heavily through Dad Loves Food to help grow the sport.



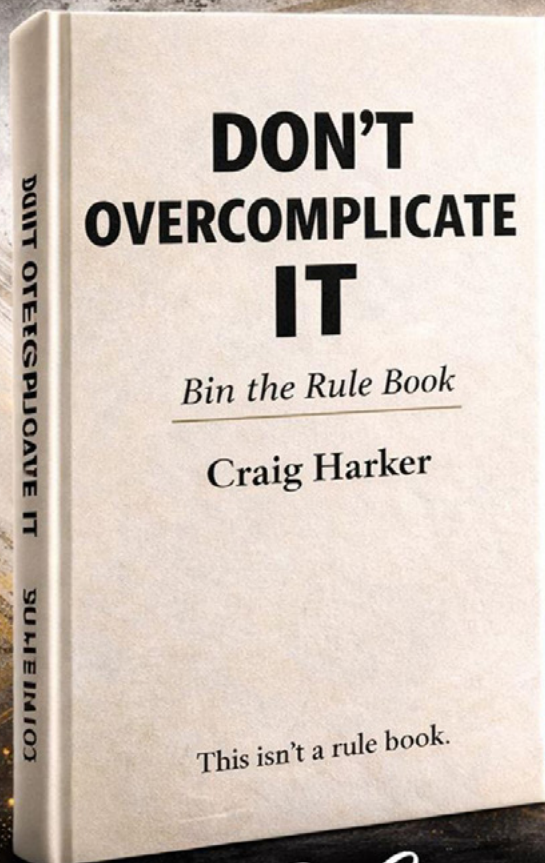
BEST BARGAIN BUYS



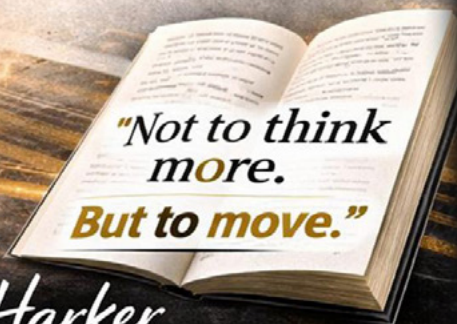
NEW BOOK

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

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