

MEDIA RELEASE

New World BBQ Champion British Bulldog BBQ supported by aluminium foil

Gothenburg, 14 June 2015. The British Bulldog BBQ team is the winner of the official WBQA World Barbecue Champion 2015. The Global Aluminium Foil Roller Initiative (GLAFRI) and the European Aluminium Foil Association (EAFA) supported all of the 60 competing teams from around the globe with aluminium foil and semi-rigid foil container which were major components in the preparation of creative barbecuing. Over two days the competition took place in the city centre of Gothenburg, Sweden.

All teams very much appreciated the aluminium household foil especially produced for the event by international foil roller Hydro and Dutch rewinding company ITS, as well as the sets of aluminium foil containers produced by Danish Plus Pack. Aluminium foil is practical and versatile in use for preparation and the actual barbecuing.



Aluminium foil characteristics are strength, formability and barrier properties which have made it an essential part of many flexible packaging and container applications. Other uses of aluminium foil include automotive and heat exchange components, insulation material and many industrial applications.

Further information:

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The **Global Aluminium Foil Roller Initiative (GLAFRI)** is the global association coordinating actions on sustainability in order to support foil market growth and promote innovative development. Almost 10% of the annual global aluminium primary production is converted to aluminium foil. GLAFRI is supported by more than 40 companies from 25 countries. For more information visit www.global-alufoil.org.

The **European Aluminium Foil Association (EAFA)** is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of aluminium closures, alufoil semi-rigid containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe. For more information visit www.alufoil.org.