

# World Barbecue Association World Championship 2017



Ireland



IRISH BBQ ASSOCIATION



IRELAND



**Limerick**  
CITY & COUNTY  
COUNCIL



**Fáilte Ireland**

National Tourism Development Authority





The Excitement is  
Building  
The Challenge  
is ON





# The Largest International BBQ Competition in the World

In 1989, the first  
International BBQ  
Competition in the World  
took place in Lisdoonvarna,  
Co. Clare

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25 years on, Ireland will  
host the largest  
International BBQ  
Competition in the  
WORLD!!





100 Teams from  
30 Countries will  
compete for The  
World Champion  
Title





It's World  
Class Standard  
- It's  
Superb!





The World BBQ  
Association  
together with The  
Irish BBQ Association

AUDIENCES  
40,000 PLUS

IN IRELAND  
THE LARGEST  
INTERNATIONAL BBQ  
COMPETITION IN THE  
WORLD





# FIRE FOOD FUN FRIENDSHIP

Not just Barbecue, it's a World of Food & Beer, Music, Brass Bands, Live Entertainment, Artisan Craft Fair, Street Entertainers, Food Stalls, Restaurants, Cooking Demonstrations, Childrens' Fun Area, Chill Out area, a place to relax in the Park and more.

Thousands of tongues will sample hundreds of flavours during this culinary extravaganza!!





Location:  
The Ancient  
City of  
Limerick,  
Ireland





Venue:  
The Beautiful  
People's Park  
Limerick City  
Centre





# WBQA 17<sup>th</sup> WORLD BBQ CHAMPIONSHIPS

OCTOBER 2017

FRIDAY 13<sup>th</sup>

4pm-11pm

SATURDAY 14<sup>th</sup>

12pm-11pm

SUNDAY 15<sup>th</sup>

12pm-11pm





# Competition categories:


01 CHICKEN	02 BEEF BRISKETT	03 PORK SHOULDER	04 PORK RIBS	05 FISH	06 DESSERT	07 VEGETARIAN	08 CHEF'S CHOICE
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# International panel of WBQA Judges





A group of men are gathered around a table in what appears to be a training or certification session. In the center, a man wearing a tall white chef's hat and a white jacket with a red sash and several medals is looking down at something on the table. To his left, a man in a red hat and dark jacket looks on. To the right, a man in a black t-shirt with the word "Jury" in white script is looking down. In the background, another man with glasses and a beard is visible. The setting is indoors with a white tent-like structure in the background.

We Train and Certify our  
International WBQA Judges  
from around the World



# THE WBQA BBQ ACADEMY, Limerick, Ireland

Specially designed training facilities for the art of Barbecue cooking:

- Student Chefs
- Qualified Chefs – Master Class
- BBQ Enthusiasts
- Competition Team Training
- Judge Training
- Table Manager Training
- Train the Trainer Programme
- Master Trainer Programme

or for anyone who just loves to BBQ!

Outdoor training at the WBQA Academy



# OUR BARBECUE STUDENTS

**In-house LIT Students with WBQA  
Instructor**



**2017 World Barbecue Academy Students**





# The **World BBQ Association** promotes the cultural and culinary diversity of BBQ cooking around the World

- Teams from 30 Countries will compete for the ultimate title of **World Champion**
- Europe
- South America
- North America
- Africa
- Canada
- Australia
- Asia
- and of course Ireland





A group of five men in racing suits are celebrating. One man in the center is holding a trophy, and another is holding a flag. They are all smiling and cheering.

PRIZES:

FIFTEEN THOUSAND EURO (€15,000)

IN PRIZES:

WORLD CHAMPION €5,000 CASH

PRIZE + WORLD CHAMPION TROPHY

CATEGORY WINNERS' TROPHIES &

MEDALS FOR WINNING TEAMS





# Barbecuing the World

Some recent history:

**The World BBQ Association** was founded in 1996 in Switzerland

- 2016 The European BBQ Championships took place in Bremen, Germany
- 2015 The World BBQ Championships took place in Gothenburg, Sweden
- 2014 The European BBQ Championships took place in Charlotta Valley, Poland
- 2013 The World BBQ Championships took place in Saida, Morocco



# Directors of WBQA and IRISH BBQA



**Patrick O'Sullivan, IRELAND**  
President, World BBQ Association



**Robert Meyer, GERMANY**  
Vice President, WBQA



**Jeremy Fowler, UK**  
WBQA Director of Training



**Kim Schulz, DENMARK**  
WBQA Director of Judging



**Domenico Martini, ITALY**  
WBQA Director of  
Communications & IT



**Kenneth Switzer, IRELAND**  
WBQA Senior Trainer



**Benjamin Bartlett, UK**  
WBQA Public Relations Officer



**Mike Thompson, USA**  
WBQA Senior Trainer



**Tana Frensley, USA**  
WBQA Senior Trainer



**Nicolas Foley, IRELAND**  
President, Irish BBQ Association



# CONTACT US: WORLD BBQ ASSOCIATION

For more information, or to explore the possibilities further, visit us at our WBQA headquarters at 66 O'Connell Street, Limerick, or alternatively we would be pleased to visit you.

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