

*March 2011*

## **Aluminium foil – an indispensable BBQ partner**

- **interpack 2011: Live barbecue in the alufoil BBQ Arena**
- **World Barbecue Championship 2011: alufoil as the main sponsor**

This May is going to be hot, hot, hot, with everything revolving around barbecue and grilling! The European Aluminium Foil Association (EAF) invites all to celebrate the beginning of summer at two major international BBQ events that will demonstrate just how many different features of aluminium foil can be put to good use for barbecues and grills.



The events kick off at interpack 2011, the international packaging show in Düsseldorf 12 to 18 May 2011, closely followed by the official World Barbecue Championship in Gronau, Germany (20 to 22 May 2011). Visitors to these two events will acquire special insights into the all-round talent and properties of aluminium foil in professional barbecuing arenas, while also enjoying the tasty samples in an entertaining environment.

### **interpack 2011: Spectacular live barbecue**

Professional barbecue teams from all over the globe are supporting this spectacular event, which takes place everyday of the world's largest packaging event. Visitors to interpack 2011 will be entertained at the specially installed alufoil BBQ Arena (situated outside Halls 11 and 12) where spectacular barbecue shows will take place five times a day. Visitors will also get to taste samples from an array of fantastic dishes from the grill will be dished up by the countries taking part.



Teams will treat visitors to a wide variety of creative barbecue dishes featuring meat, fish or vegetables; all prepared using the ever practical and protective aluminium foil. Alufoil will be used in the form of classic household foil, barbecue trays, or as dishes for attractively serving grilled food; aluminium foil is an omnipresent part of the barbecue experience.

“We’re really looking forward to offering this tasty and visually appealing highlight to the attending trade guests in the alufoil BBQ Arena. The teams from Europe, the US, and Africa, all of which were official participants in the 2011 World Barbecue Championship, will make sure that the trade fair’s atmosphere will have a truly international flavour and put the creative flair of aluminium foil in the world of barbecuing in the limelight,” says Guido Aufdemkamp, EAF)A’s Director Communication.

## 2011 World Barbecue Championship

Shortly after interpack international BBQ teams will be cooking up a storm at the official 2011 World Barbecue Championship in Gronau, Germany, 20 to 22 May. The main sponsor alufoil and the organisers will welcome the world's barbecue elite from over 30 different countries, who will demonstrate their prowess at the hot grill.



Some 80,000-plus visitors are expected in Gronau where they will enjoy watching the talented cooks from more than 100 barbecue teams, who will be matching their skills at the grill across a variety of disciplines. Teams will have the valuable support of aluminium foil, whether in the form of barbecue trays, household foil, or food containers. For all teams aluminium foil is an essential part of creative cooking and practical preparation of the various barbecue dishes. On the championship finals day, the European Aluminium Foil Association (EAFA), in its role as a main sponsor of the overall event, will be awarding the winner's trophy to the 2011 World Barbecue Champion.

### Aluminium foil – a multi-talent for protection, convenience and lifestyle

Today's consumer needs food to be packaged to perfection and the demands made on packaging are rising constantly. Aluminium foil fulfils the variety of requirements efficiently to provide the essential element of consumer convenience.

Whether used in drinks cartons, sachets, trays and containers, or as a wrapping material, the quality properties of aluminium foil are so multi-faceted that its performance is always guaranteed. It provides efficient presentation and protection of products, while also consistently minimising food spoilage and wastage. All these factors contribute towards ensuring that natural resources are unfailingly saved.



Aluminium foil ably demonstrates its versatility every day, whether on the barbecue and grill, or in the kitchen or around the house. Providing impressive proof of its capabilities the talented all-rounder that is aluminium foil will be on view at interpack 2011 in Düsseldorf and the 2011 World Barbecue Championship in Gronau.

### About the EAFA:

The European Aluminium Foil Association e.V. (EAFA) is the international organization of the manufacturers of rolled foil products and household foils made of aluminium and of aluminium-foil containers and all other kinds of flexible packaging materials. The more than 100 members companies are located in western, central and eastern Europe ([www.alufoil.org](http://www.alufoil.org))

**About interpack:**

For more than 50 years interpack PROCESSES AND PACKAGING has been the world's largest and most successful trade fair in the field of packaging innovations and processes. Taking place at the Düsseldorf Fair ground, interpack takes place once every three years with this year's event taking place from 12 to 18 May 2011. The international show provides comprehensive information on the latest processes and packaging trends in the areas of food and drinks, pastries and confectionery, pharmaceuticals and cosmetics, non-food consumer products, and industrial goods. As the world's most important trade fair in the packaging sector, interpack 2011 will be presenting innovations for the entire value chain ([www.interpack.de](http://www.interpack.de))

**About the World Barbecue Chamionship:**

From 20 to 22 May 2011, the eyes of the barbecuing world will be fixed on Gronau. Already the venue for the German Championship event in 2007, the former site of the State Garden Show has proven just how a major event can be run successfully. More than 100 grill teams from all over the world are expected to compete in the event, setting new standards in the process. An international programme and 'in-competition' competitions will be held to make the Gronau 2011 event the "best ever". ([www.gbaev.de](http://www.gbaev.de))

- Various high resolution pictures are available at [www.alufoil.org](http://www.alufoil.org)

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