

MEDIA RELEASE

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Alufoil industry supports World Barbecue Championships 2015

The Official WBQA World Barbecue Championships 2015 will take place 13-14 June in the city centre of Gothenburg, Sweden, and is supported by the Global Aluminium Foil Roller Initiative (GLAFRI) and the European Aluminium Foil Association (EAFA).

About 50,000 visitors are expected to watch more than 60 BBQ teams from 18 countries from Europe, Africa, North and South America displaying their skills at the grill across the full range of BBQ disciplines. For all teams aluminium foil and semi-rigid alufoil containers will be a major component in the preparation and creative barbecuing of the seven competition categories (fish, chicken, ribs, pork butt/shoulder, beef brisket, homeland cooking and dessert).

The aluminium household foil especially produced for the event by foil roller Hydro and rewinding company ITS, as well as the sets of aluminium foil trays by Danish Plus Pack, will be essential tools used by the participants throughout the championship. An indispensable part of the barbecue experience, the practical, versatile and protective household foil, as well as the handy barbecue trays, will also be used by all teams to present their grilled food in the most attractive and innovative ways. In addition, visitors will have the chance to enjoy tasty samples provided by all competing teams.

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.