



## Charter of the European Barbecue Association (EBA)

**European umbrella organization for barbecue culture, sport, and community**

### Preamble

The European Barbecue Association (EBA) was founded on 13 January 2025 by the national BBQ organizations of Germany, Switzerland, and Austria as an independent European umbrella association.

It sees itself as the voice, platform, and driving force of a diverse, vibrant, and authentic BBQ culture in Europe.

Its goal is to promote, represent, and further develop the European barbecue ethos in all its facets – freely, independently, and grounded in European values and traditions.

### 1. Independence and European Identity

The EBA is a fully independent and autonomous European association, founded with the aim of creating its own structure and identity for grilling and barbecue in Europe.

It will act independently of other international organizations and will not bind itself organizationally or in content to any other international body.

At the same time, it will represent the interests of its members to other international institutions and advocate for European values, standards, and competition formats to be recognized in the global grill and BBQ community.

The EBA will deliberately pursue its own European path – shaped by cultural diversity, professionalism, and regional character.

### 2. Promoting the Grill and BBQ Culture in Europe

The EBA is committed to actively promoting, increasing the visibility of, and further developing European grill and BBQ culture in all its diversity.

Grilling and BBQ is more than cooking over an open flame – it is culinary heritage, social glue, competitive sport, and creative craftsmanship at the same time.

This multidimensional nature should be preserved, nurtured, and strengthened across Europe.

Grilling and BBQ as a culinary tradition with regional identity

The EBA understands grilling and BBQ as a living expression of regional food culture – rooted in local traditions, products, and techniques.

Its goal is to showcase and pass on this diversity:

- Documentation and promotion of regional grill and BBQ styles, techniques, and recipes
- Cooperation with culinary heritage initiatives and Slow Food networks
- Involvement of local producers, butchers, bakers, and brewers in events
- Support for projects that preserve traditional craftsmanship and grill equipment



## **Grilling and BBQ as a social event that connects people**

Grilling and BBQ create community – across age, origin, gender, and language barriers.

The EBA aims to place grilling and BBQ at the center as a unifying element:

- Integration of grill and BBQ culture into tourism, urban development, and youth projects
- Creating meeting spaces at competitions, training sessions, and networking events
- Raising awareness of grilling and BBQ as a place of respectful togetherness – in diversity and friendship

## **Grilling and BBQ as fair, craftsmanship-oriented competitive sport**

Competitions are a central part of grill and BBQ culture – sporting, disciplined, and creative.

The EBA specifically promotes this area:

- Building a Europe-wide competition system with coordinated rules, formats, and scoring systems
- Strengthening sportsmanship and mutual recognition among teams
- Promoting youth teams, inclusive formats, and women's participation in grill and BBQ sports
- Establishing grill and BBQ-specific disciplines and judging categories that reflect European craftsmanship

Grilling and BBQ as innovative craftsmanship between fire, technology, and the future

## **Grilling and BBQ also stand for technical know-how, innovative strength, and creative experimentation.**

The EBA promotes grilling and BBQ as both traditional and modern craftsmanship:

- Collaboration with manufacturers to further develop grill technology, preparation methods, and safety standards
- Promotion of innovations, smart BBQ tools, and sustainable materials

- Workshops, labs, and showcases at events where new techniques and products can be experienced
- Connecting tradition and future: e.g., fusion concepts or creative competition formats

## **Cultural promotion as a cross-cutting task**

The promotion of grill and BBQ culture is not an isolated measure but permeates all areas of the EBA's work – from training and events to media activities.

It serves the goal of establishing grilling and BBQ as independent, identity-shaping cultural forms across Europe.

## **3. Events and Competitions**

The EBA offers its member associations support in the planning, organization, and execution of international and national grill and BBQ competitions.

Its goal is to create a strong, Europe-wide coordinated competition environment that equally ensures fairness, quality, and development opportunities.

### **Unified formats and standards**

The EBA seeks to develop joint guidelines, standardized judging systems, and clearly defined competition categories.

These standards should be applied across Europe to ensure long-term comparability, transparency, and quality of grill and BBQ competitions – regardless of the host country.

### **European league system and championships**

In the long term, the EBA aims to build a Europe-wide league system that complements national structures and integrates them into an overall European ranking.

The goal is to promote talent, ensure comparability, and increase the visibility of European grill and BBQ expertise.

In addition, European grill and BBQ championships will be organized, where the best teams from across the continent will compete.

### The BBQ Alpine Cup – as a first approach to European competition formats

With the BBQ Alpine Cup, a first cross-border grill and BBQ competition format in the Alpine region was successfully established in 2025.

The BBQ Alpine Cup exemplifies the EBA's goals:

- Promoting quality and sporting competition in an intercultural setting
- Integrating regional characteristics into an international format
- Harmonizing judging criteria and jury training
- Involving companies, producers, tourism regions, and media as active partners
- Creating an exchange platform for teams from different countries, focusing on fairness, respect, and community

The EBA supports the **BBQ Alpine Cup** as a recurring flagship project, serving both as a **model for other European series** and as a pioneer for new approaches in competition structure and organization.

### Supporting newcomers and new formats

In addition to professional competitions, the EBA will also promote **low-threshold competition formats** for hobby teams, youth groups, or culinary events.

The goal is to remove barriers and strengthen grill and BBQ culture at the grassroots level.

### Event quality and hosting culture

The EBA is committed to high-quality grill and BBQ events – in terms of infrastructure and procedures as well as atmosphere, visitor-friendliness, and regional integration.

Events should become cultural meeting points where competition is complemented by enjoyment, exchange, and hospitality.

## 4. Education and Training

The EBA sees professional education and training as a key tool for quality assurance and the sustainable development of European grill and BBQ culture. Education is not only a means of knowledge transfer but also a carrier of shared values, standards, and identity. It should create the basis for learning from and with one another and for pursuing a strong shared path.

### Developing European training standards

The EBA aims, in close cooperation with its member associations, experts, trainers, and partners, to establish **uniform European standards** for training and qualification in the following areas:

- **Jury training:** judging competence, sensory skills, ethics, and transparency in competitions
- **Team training:** preparation techniques, food safety, time management, team leadership, sustainability
- **Organizer training:** event logistics, rule interpretation, communication, hygiene management, participant management, sustainability

These standards should be modular, comparable across Europe, accessible in multiple languages, and regularly updated.

### Certified training programs

In cooperation with national partner organizations, vocational schools, and industry experts, **certified training programs** will be developed and offered. The aim is to enable participants to obtain qualifications recognized throughout Europe – e.g.:

- **EBA Certified Grill and BBQ Judge**
- **EBA Competition Team Coach**
- **EBA Certified Event Host**

These programs include theoretical foundations, practical exercises, examinations, as well as ongoing further training and re-certification.

The main focus will be on digital learning offers and hybrid formats to ensure broad accessibility.

### Conveying shared values

In addition to technical and organizational competence, the EBA places special emphasis on imparting **ethical and cultural principles**, including:

- **Fairness and respect** when dealing with other teams, judges, and organizers
- **Responsibility for the environment, animal welfare, and resources**
- **Recognition of regional diversity and culinary identity**

Training will thus serve not only as skills development but also as **value-building within a European grill and BBQ community**.

### Cooperation with associated partners

Companies, organizations, and educational institutions will be involved as partners in the development and implementation of these programs. Joint educational initiatives – e.g., product training, equipment knowledge, or food processing – should create synergies and deliver practical content.

## 5. Sustainability and Responsibility

The EBA regards sustainability not as a side aspect but as a **fundamental attitude** – ecological, economic, and social. Responsibility is at the core of its self-understanding as a modern, values-driven umbrella association. The goal is to make European grill and BBQ culture fit for the future – in harmony with people, nature, the environment, and society.

Guiding principles of EBA's sustainable action:

- **Sustainable food production and conscious meat consumption:**

The EBA promotes the responsible use of animal products – through education, transparent origin labeling, and partnerships with sustainable producers. Plant-based grill and BBQ concepts, nose-to-tail approaches, and creative use of leftovers will be actively encouraged.

- **Resource-efficient work at events and in daily operations:**

EBA events should set an example – with measures such as waste reduction, reusable concepts, and mindful use of packaging, water, and fuels.

- **Promotion of regional and seasonal products:**

The EBA encourages teams, organizers, and producers to cooperate with local suppliers, focusing on quality, seasonality, short delivery routes, and the preservation of traditional food crafts. Local and seasonal raw materials should contribute to the identity of European grill and BBQ styles.

- **Social fairness and transparency:**

Fair participation conditions, transparent judging systems, accessible events, and respect for all participants are part of the EBA's identity. Organizers, partners, and judges commit to respectful, non-discriminatory interaction.

### Anchoring in all EBA areas:

Sustainability is not an isolated topic but is systematically integrated into all EBA activities:

- **Competitions:** Sustainability aspects are included in organization, judging criteria, and partner selection.
- **Education and training:** Topics such as conscious meat consumption, resource conservation, and ethical conduct are integral parts of training content.
- **Partnerships:** The EBA prefers to work with companies that offer sustainable solutions or are pioneers in environmental and social responsibility.
- **Communication:** Sustainable practices are made visible – through best-practice examples, quality seals, transparency standards, and public dialogue formats.

## 6. Community and Networking

The EBA sees itself as a European platform for exchange, encounters, and cooperation. Its aim is to create a vibrant community that connects grill and BBQ culture across borders, experience levels, and industries – thus strengthening, spreading, and developing it further.

### Building a European grill and BBQ community

Grill and BBQ culture thrives on the commitment of many people: teams, organizers, judges, producers, retailers, experts, media representatives, supporters, and passionate enthusiasts.

The EBA brings these players together on all levels – in person, digitally, regionally, and across Europe:

- **Teams and individuals:** exchange of techniques, recipes, experiences, and competition formats
- **Organizers and judges:** knowledge transfer, standardization, and cooperation
- **Companies and brands:** collaboration in product development, innovation, and visibility
- **Interested public:** access to events, information, and participatory formats

### Strengthening cross-sector cooperation

The EBA actively promotes partnerships outside the traditional grill and BBQ scene to create new impulses and anchor grill and BBQ culture in European society:

- **Gastronomy and hospitality:** positioning grill and BBQ as a high-quality culinary experience
- **Agriculture and food craftsmanship:** strengthening regional supply chains and quality assurance
- **Craft and technology:** cooperation with butchers, bakers, grill builders, suppliers, and developers
- **Tourism and culture:** integrating grill and BBQ into regional experience concepts and events

- **Trade and event industry:** developing joint platforms for presentation, training, and sales

### Networking formats

The EBA creates concrete opportunities for exchange and joint action:

- **Europe-wide grill and BBQ forums, conferences, and networking events**
- Online platforms for information, project coordination, and community building
- **BBQ Network Days** with thematic focuses and partner presentations
- **Working groups** on key topics such as sustainability, training, technology, or youth development
- **Mentoring programs** to support new teams and organizers
- **Community elements at EBA events**, such as BBQ villages, open stages, or shared camp areas

### Community as a principle

The EBA understands community not only as a structure but as a fundamental principle. It relies on trust, cooperation, exchange on equal terms, and mutual support – as the basis for a strong, independent European grill and BBQ culture.

## 7. Membership for National Associations, Companies, and Associated Partners

The EBA offers broad and differentiated membership options to best represent and strengthen the diversity of European grill and BBQ culture.

- **Regular members:** National and regional grill and BBQ associations are admitted as regular members. They actively contribute to the strategic direction and development of the EBA and form the backbone of the organization.
- **Companies as extraordinary members:** Companies in the extended grill and BBQ sector – including grill manufacturers, spice producers, butcheries, specialist retailers, be-





verage partners, event providers, logistics companies, media partners, and suppliers of equipment and accessories – can join the EBA as extraordinary members. They are considered active and equal partners in a vibrant European grill and BBQ culture – not just sponsors or service providers.

- **Benefits and participation opportunities for extraordinary members:**

- Visibility and positioning within a Europe-wide quality and values network
  - Access to competitions, events, and educational formats for presenting their products and services
  - Cooperation opportunities with teams, judges, organizers, and media
  - Influence in the development of standards, guidelines, and innovations
  - Participation in professional forums, industry networks, and innovation dialogues
  - Exclusive involvement in EBA marketing and sponsorship campaigns
- **Associated partners on a project basis:** In addition to regular membership, the EBA also seeks project partnerships with external actors, such as tourism regions, educational institutions, environmental initiatives, or media companies. The aim is to form thematic alliances to advance specific aspects such as sustainability, training, regionality, or youth development. These partnerships can be temporary, thematic, and flexible.
  - **Sponsorship and development partnerships:** The EBA seeks active dialogue with industry to develop new training formats, product innovations, or logistical solutions through joint projects. The added value generated should benefit regular members – in the form of knowledge transfer, infrastructure, price advantages, or qualitative development.
  - **Responsibility and shared values:** Associated partners also commit to adhering to the EBA's principles – particularly regarding sustainability, fairness, quality, and European diversity.

## Closing Statement

The founding of the European Barbecue Association is a commitment to a strong, united, and self-confident Europe in the grill and BBQ world.

Together, we can follow our own path – passionate, authentic, and respectful of Europe's cultural diversity.

**EBA – United in Smoke, Proud in Flavor.**

**Boris Winkler, CEO**

**Bernhard Steinhauer, Präsident**

**Angelika Paierl, Vizepräsidentin**