

= TNA World Beer Drinking Championship =

The TNA World Beer Drinking Championship was an unsanctioned professional wrestling championship owned by the Total Nonstop Action Wrestling (TNA) promotion . The championship was introduced on November 11 , 2007 at TNA 's Genesis pay @-@ per @-@ view (PPV) event . It was active until February 26 , 2008 when the title belt was destroyed at the taping of the March 6 , 2008 episode of TNA 's television program TNA Impact ! .

It debuted as a part of a feud between James Storm and Eric Young ; they were involved in a storyline that revolved around drinking beer . Like most professional wrestling championships , the title was won as a result of a scripted match or backstage segment . There were three reigns among two wrestlers in the title 's brief history . Storm was the first and last champion .

= = History = =

The TNA World Beer Drinking Championship was unveiled on November 11 , 2007 at TNA 's Genesis PPV event , during a backstage segment involving James Storm , Ms. Jackie , and Eric Young . The storyline behind this title began on the October 25 , 2007 episode of Impact ! , where Storm defeated Young to advance in the 2007 Fight for the Right Tournament . During the contest , Ms. Jackie , who was accompanying Storm , interfered and helped Storm by standing on the ring apron and distracting Young . When Storm was about to attack Young from behind , Young jumped out of the way causing Storm to knock Ms. Jackie off the apron and to the floor . Afterwards , Young went to check on Ms. Jackie , thereby allowing Storm to gain the upper hand and win the match . Following the contest , Ms. Jackie and Storm gave Young a beer , which he guzzled down hastily .

Leading up to Genesis , Young and Storm had a beer drinking contest on the November 1 , 2007 episode of Impact ! , after Storm lost to Kaz in a semi @-@ final match of The 2007 Fight for the Right Tournament . Young won the championship at Genesis , after Storm passed out during the segment . This led to a bout between Storm and Young at TNA 's Turning Point PPV event on December 2 , 2007 , which Young won . Storm challenged Young to another drinking contest on the January 3 , 2008 episode of Impact ! . On January 6 , 2008 at TNA 's Final Resolution PPV event , Storm and Young competed in what was called the Beer Drinking Championship Series , which was a series of drinking contests .

The first round was a " never have I ever " round , in which the participants had to admit to experiences they had never been involved in . If the opponent had partaken in a similar action he was forced to drink a shot . Storm was the victor of this round . The second round was contested with both participants having beer bottles taped to their hands and neither being allowed to go to the bathroom . Young won after Storm wet himself , which was confirmed by Ms. Jackie , now named Jackie Moore . The third round involved the two drinking shots ; it was won by Storm after Young passed out because Storm had drugged him . With Storm winning two contests to one , he earned the ability to determine their match at TNA 's Against All Odds PPV event on February 10 , 2008 . At Against All Odds , Young defeated Storm to retain the TNA World Beer Drinking Championship after Rhino interfered attacking Storm . On the February 28 , 2008 episode of Impact ! , a Ladder match for the World Beer Drinking Championship was held between Storm and Young . Storm won the bout after Moore climbed a ladder and retrieved the championship for Storm without the referee seeing . On the March 6 , 2008 episode of Impact ! , Rhino stole the title belt from Storm and bashed the belt across a ring post , thus destroying it and ending the storyline surrounding it .

= = Belt designs = =

When the title was revealed at Genesis , Chris Sokol of the Canadian Online Explorer spoke of its design in his review of the event . Sokol stated it looked like " a plastic spinner belt with a beer bottle attached to it . "

= = Reigns = =

James Storm was the first and last champion in the title 's history . He also held the record for most reigns with two and the shortest reign in the history at one day . Eric Young holds the record for longest reign at 106 days . There were three reigns among two wrestlers in the title history .

= = = Combined reigns = = =