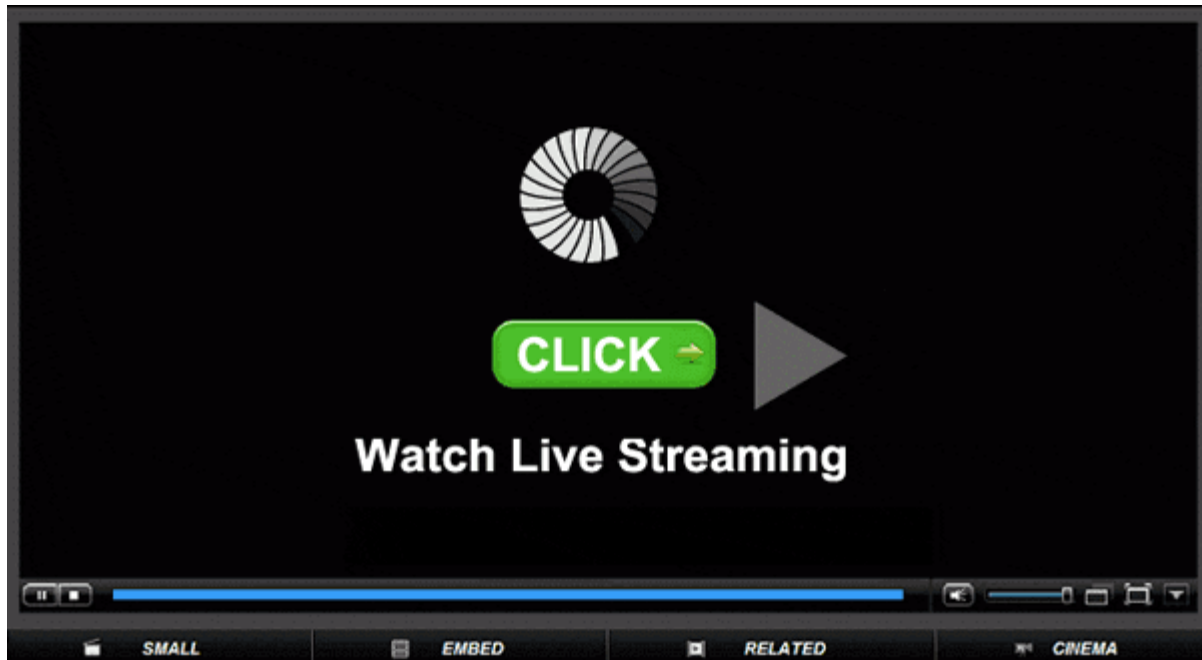


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A new BMF champion will get crowned when Dustin Poirier and Justin Gaethje face off at UFC 291 on July 29. UFC 291 airs on ESPN+ PPV in the U.S. and emanates from the Delta Center in Utah.



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Introduced at UFC 244, the BMF Title is known as the "baddest m-----f-----" belt. It is a symbolic title, unlike regular championships in the UFC, known to elevate a beloved fan-favorite due to their toughness. At UFC 244, Jorge Masvidal beat Nate Diaz to become the first BMF Champion. When he retired, the belt needed a new holder.

Poirier and Gaethje faced off in 2018, with Poirier winning via TKO. Both have gone 6-2 since, competing in various title bouts and winning multiple performance bonuses. The winner of this fight expects to be ranked at the top of the lightweight division.

MORE: Sign up to watch the UFC 291 PPV, exclusively on ESPN+

While it's not for authentic UFC gold, the BMF belt has meaning to the company. Broadcaster Jon Anik mentioned to Middle Easy that it's rewarding for the favorites that deserve to be recognized.

"Now, it's not an undisputed belt, but who are the guys most worthy of it? And at least as far as championship stakes, these two are closer to the belt than perhaps where Jorge Masvidal and Nate Diaz were when they fought at UFC 244 or whatever it was," Anik said via MMA Junkie. "So, gosh, I mean, it's a hard question, but I would probably have to lean — I love you, 'Gamebred', I love you, Nate Diaz — but, bro, I got to say Poirier and Gaethje are fighting for the true title eliminator and, as such, I think you would have to say it's just elevated the discussion."

The Sporting News will provide results from the main event and the full UFC 291 fight card.

UFC 291 full card results

Main card

Dustin Poirier vs. Justin Gaethje 2 for the BMF belt

Jan Blachowicz vs. Alex Pereira; Light Heavyweights

Tony Ferguson vs. Bobby Green; Lightweights

Michael Chiesa vs. Kevin Holland; Welterweights

Stephen Thompson vs. Michel Pereira; Welterweights

Prelims