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This contribution discusses the transformation of the canonical Islamic practice of sacrifice (uḍḥīya) in the wake of urbanization, migration and globalization. Whereas in traditional and rural settings sacrificing usually is a domestic ritual, in Germany as in Europe in general sacrifice is often delegated to Islamic charitable organizations that have been undergoing a strong process of professionalization during the last decades. Using the example of a Turkey-based transnational religious network, the paper shows the strategies with which such organizations advertise the sacrifice as a commodity and argues that these processes also change the religious discourse of sacrifice.