How to Pour Perfection

The Stella Artois® 9 Step Pouring Ritual

Pouring the perfect Stella Artois® is key to enjoying the perfect Stella Artois®. The brand's time-honored nine-step ritual helps ensure that consumers everywhere are served as they would be in Belgium. After hundreds of years of brewing experience, there is only one way to pour a Stella Artois® and it is important that all those who serve Leuven's gold standard lager pay as much attention to serving Stella Artois® as we do to brewing it.

The 9-step pouring ritual:

1. **The Purification:**
   Use clean and rinsed branded glass.

2. **The Sacrifice:**
   Open the tap in one quick action and let the first drops of beer flow away.

3. **The Liquid Alchemy Begins:**
   Hold the glass just under the tap without touching it at a 45° angle.

4. **The Head:**
   Lower the glass to allow the natural formation of the foam head.

5. **The Removal:**
   Close the tap quickly and move the glass away so beer doesn't drip into the glass.

6. **The Beheading:**
   While the head foams up and overflows the side of the glass, smooth it gently with a head cutter.

7. **The Judgment:**
   The right amount of foam is usually about 2 fingers.

8. **The Cleansing:**
   Clean the bottom and sides of the glass.

9. **The Bestowal:**
   Present the beer on a clean beer coaster with the logo facing the consumer.

Not only has it been proven that correctly-poured Stella Artois® results in satisfied consumers and increased brand loyalty, but bartenders, too, become true brand ambassadors once they have mastered the art of serving Stella Artois®. The annual Stella Artois® World Draught Master Competition – established in 1997 - heralds the importance of this pouring ritual. Bartenders from around the world compete to demonstrate their beer-serving prowess before a panel of distinguished judges who carefully scrutinize each and every step.