



WORLD DRAUGHT MASTER

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.



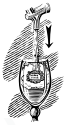
2. *The Sacrifice:*

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.