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PRESS RELEASE

A STAR IS BORN AS STELLA ARTOIS® CROWNS ITS
2010 WORLD DRAUGHT MASTER

After a Year-Long Global Search, Chris Myers from the United States Begins His Mission of Passion to Teach Consumers the World Over the Art of the Perfect Pour

London, 28 October 2010 - The 14th edition of the annual Stella Artois® World Draught Masters competition again epitomised the premium-quality pilsner brand’s dedication to delivering superior beer taste the world over.

This year’s competition saw contestants from 25 countries across the globe converge in London to compete for the coveted title and complete the brand’s time-honoured 9-step pouring ritual to perfection during a show that invited people to step into the Stella Artois world.

For only the second time in the history of the competition, the U.S. Finalist, Chris Myers from Madison, Wis., can call himself the brand new Stella Artois World Draught Master. Australian candidate Siobhan Kathleen Mullins was the first runner-up, while the 3rd prize went to Keith Cuveele from Belgium. Marc Pronovost from Canada came in fourth.

"Among the 24 other competitors, it was an absolute honor to represent my country in the World Draught Masters finals,” said Myers. “It’s been an amazing, whirlwind experience - from qualifying in Madison, on to New York, Boston and finally London. Now, that experience will continue as I travel the world representing Stella Artois!"

The annual Stella Artois World Draught Master competition heralds the importance of the perfect pouring ritual. Competitors from around the world compete to demonstrate their beer-serving prowess before a panel of distinguished judges who carefully scrutinize each and every step. This year, the 14th edition took place in the exclusive London venue of Old Billingsgate. In total, 25 contestants from all corners of the world competed for the prestigious title of Stella Artois World Draught Master, or world champion of the perfect pour.

After an exciting pre-elimination day and semi-final round the contestants were whittled down to a final four. A tense pouring finale followed before Chris Myers was declared the winner and returned to the stage to claim the coveted title.

Myers now begins a journey to more than 10 different countries around the world as the ambassador for Stella Artois and his own quest to ensure every Chalice of Stella Artois is precious poured and perfectly served. Myers was awarded a unique trophy celebrating the iconic Stella Artois Chalice glass.

Stella Artois fans were able to watch the World Draught Masters show via live streaming on StellaArtois.com.

“The World Draught Masters competition is integral to our ongoing quest to deliver superior beer experiences the world over, thus ensuring Stella Artois is served with the same care, consideration and craftsmanship that has gone into more than 600 years of brewing,” said Alexander Lambrecht, Global Marketing Manager for Stella Artois. “We are extremely proud that this year again, we were able to welcome finalists from around the world to compete in London. Moreover, we wanted to create a global conversation with our consumers about the Stella Artois World Draught Masters competition by inviting people into the event via live streaming.”
The Stella Artois® 9-Step Pouring Ritual: Pouring to Perfection

The Stella Artois World Draught Masters competition – established in 1997 - is organized on a yearly basis to make it known to the world the perfect pouring is key to enjoying the perfect Stella Artois. The brand’s time-honoured 9-step pouring ritual helps ensure consumers everywhere are served their beer as they would in Belgium. Not only has it been proven that correctly-poured Stella Artois results in satisfied consumers and increased brand loyalty, but bartenders around the world become true brand ambassadors once they have mastered the art of serving Stella Artois.

The 9-Step Pouring Ritual consists of the following steps:

1. **The Purification**
   Use clean & 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 Cleansing**
   Clean the bottom and sides of the glass

8. **The Two Finger Rule**
   The right amount of foam is usually about 2 fingers

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

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About Stella Artois®:

Stella Artois is part of a Belgian brewing tradition dating back to 1366. It is the number one Belgian beer in the world and is present in over 80 countries. Stella Artois is a bottom filtered, blonde pilsner. It is thirst quenching with a malty middle and crisp finish delivering a full flavour and a hint of bitterness. Stella Artois is best enjoyed served between 3 and 5 degree Celsius and should be served in the unique Stella Artois Chalice Glass according to the 9-Step Pouring Ritual to guarantee a perfect experience of this gold standard lager.