

# THE BELGIAN POURING RITUAL

*With over 600 years of brewing expertise in every chalice, Stella Artois deserves to be poured perfectly. Our nine-step pouring ritual is a beautiful dance between the Chalice and the Draught Master, to deliver exquisite flavor with a tempting allure.*



## 1. THE PURIFICATION

A cold-water bath to chill the chalice and sustain the head of the pour.



## 2. THE SACRIFICE

The first drops are sacrificed, a small price to ensure the freshest taste.



## 3. THE LIQUID ALCHEMY

The chalice is held at a 45-degree angle for the perfect combination of foam and liquid.



## 4. THE CROWN

Gracefully straightening the chalice, a perfect head is formed, sealing in the freshness.



## 5. THE REMOVAL

A smooth and fluid exit, while closing the nozzle.



## 6. THE SKIMMING

A skimmer trims the head at a 45° angle, removing the large, loose bubbles.



## 7. THE JUDGEMENT

Three centimeters of foam, no more and no less.



## 8. THE CLEANSING

A final dip in cold water for a brilliant chalice and stunning presentation.



## 9. THE BESTOWAL

A moment to assure and admire a perfectly served Stella Artois.