

When you spend over 400 years crafting the perfect beer, you become very fastidious about the way you serve it. A bartender's duty is not a hasty pour. Just serving a glass of Stella Artois takes nine steps and, as you'll see, each is essential to your beer's taste.

THE STELLA ARTOIS POURING RITUAL.



I. THE PURIFICATION: The polished Stella Artois chalice is designed to showcase the beer's finest qualities. Your bartender will always use one, preferably cleaned with a non-toxic detergent. It's then rinsed with cold water, allowing the glass to reach the same temperature as the beer.



II. THE SACRIFICE: Your bartender opens the tap in one swift motion to set the first bead of foam. The tap is held over the chalice glass, thus ensuring that every drop of Stella Artois is fresh.



III. THE LIQUID ALCHEMY BEGINS: The chalice glass is held at a 45-degree angle. When the beer hits the chalice and begins to circulate, it creates the ideal proportion of foam relative to liquid.



IV. THE HEAD, ALTHOUGH "CROWN" WOULD BE MORE APPROPRIATE: The natural creation of the foam head occurs by straightening and lowering the glass. This initial foam is important as it prevents the beer from coming into contact with the air and losing any flavour.



V. THE REMOVAL: Your bartender then closes the tap in one quick action and moves the glass away from the line to prevent any drips from falling into the glass. These drips come into contact with the air and oxidize, making them unworthy of your glass of Stella Artois.



VI. THE REHEADING: While the head is flowing over the edge of the glass, your bartender cuts it gently with a knife on a 45-degree angle. This eliminates the larger bubbles, which burst easily and accelerate the dissipation of the head.



VII. THE TWO FINGER RULE: The right amount of foam is about two fingers (5cm) thick. The final head creates a protective "cap" that keeps your Stella Artois from going stale.



VIII. THE CLEANSING: Your bartender then rinses the bottom and sides of the glass. This step keeps the outside of the chalice clean and comfortable to hold.



IX. THE RESTORIAL: Finally, your Stella Artois is served to you on a coaster, accompanied by the drip catcher at the base. Behold the perfect glass of Stella Artois. Cheers to you, and for your patience, a refreshing reward.



MAGAZINE INSERT-POURING RITUAL