

VII

THE JUDGMENT

Perfection is in the details. Specifically, it's in just the right amount of foam. Three centimeters. No more. No less. This head creates a protective "cap" that keeps your Stella Artois from going stale. It's also just one of nine steps involved in an age-old ritual we like barmen to follow when pouring our beer. Which might sound picky to you. But then we're picky about everything when it comes to our beer.

