



I THE PURIFICATION

The perfect beer deserves a spotless glass. Which is exactly why your barman should thoroughly rinse and clean your Stella Artois chalice prior to serving. It's something we insist on, as it prevents the head of foam from disappearing too quickly. It's also just one of nine steps involved in an age-old pouring ritual. Why nine steps, you ask? Simply put, that's what it takes to achieve perfection.

