

II

THE SACRIFICE

The perfect pour starts with the perfect mispour. To be specific, it starts with your barman allowing the first burst of foam to flow away. Doing so ensures that every drop of Stella Artois that reaches your chalice is fresh. It's also just one of nine steps involved in an age-old ritual we like barmen to follow when pouring our beer. Because when it comes to Stella Artois, anything less than perfect just won't do.

