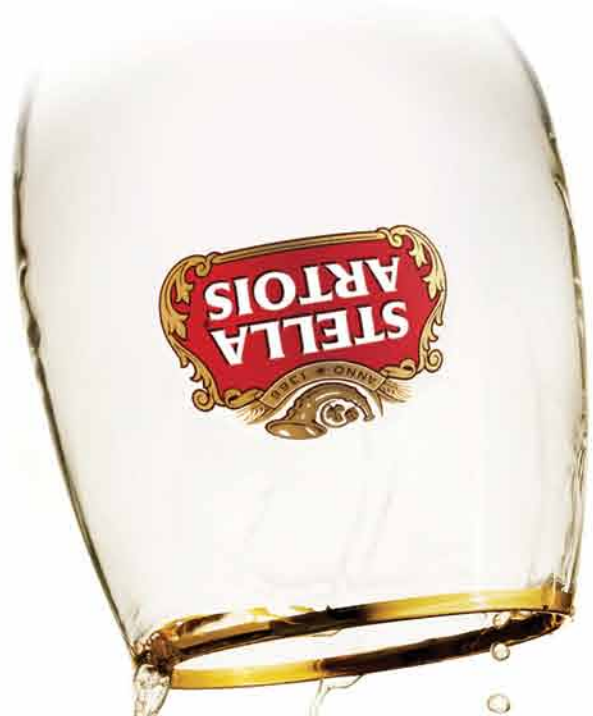


THE STELLA ARTOIS 9-STEP POURING RITUAL



I

THE PURIFICATION

The chalice is rinsed with cold water, allowing the glass to reach the same temperature as the beer.



II

THE SACRIFICE

The tap is opened in one swift motion to let the first burst of foam flow away to ensure every drop of your Stella Artois is fresh.



III

THE LIQUID ALCHEMY

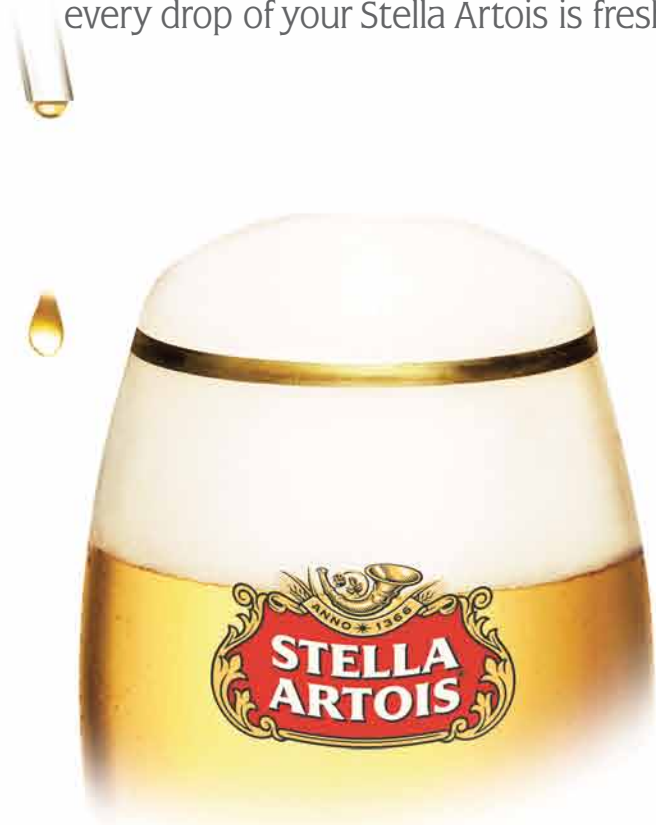
The chalice is held at a 45-degree angle so that when the beer begins to circulate, it creates the ideal proportion of foam relative to liquid.



IV

THE CROWN

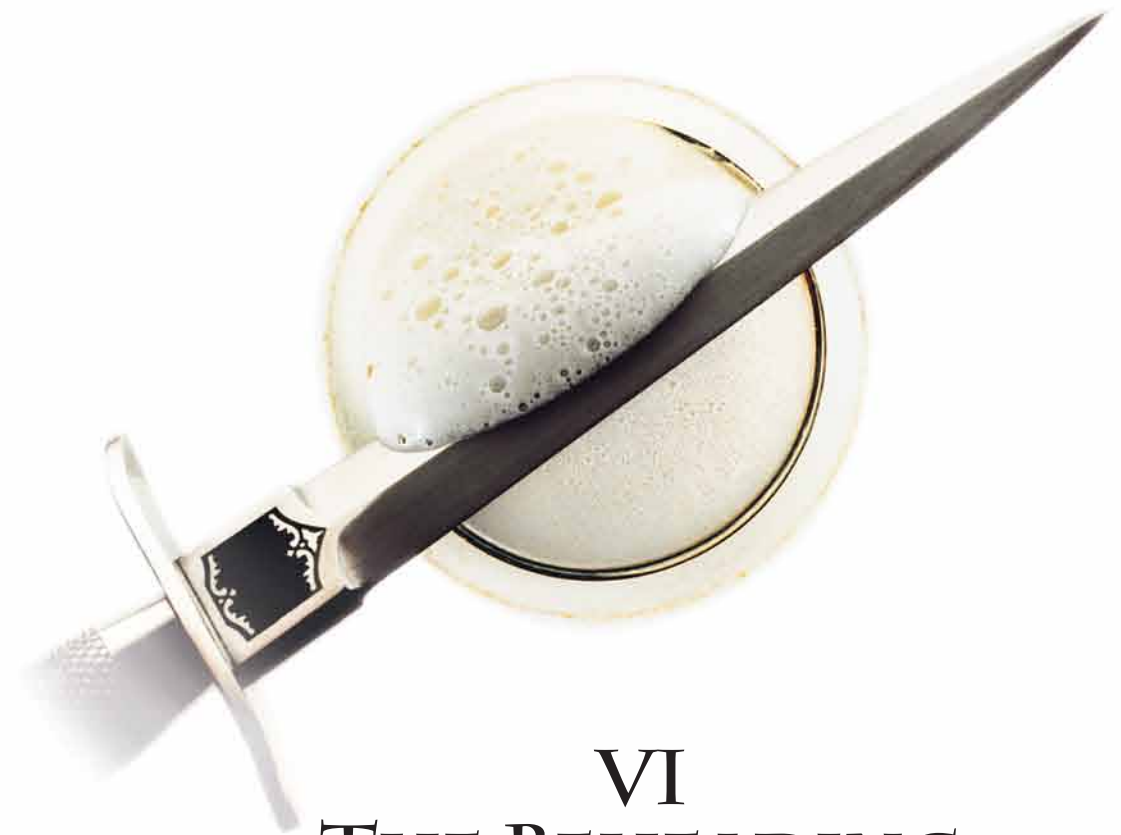
The creation of the foam head occurs by straightening and lowering the glass. This initial foam is important as it prevents the beer from coming into contact with the air and losing any flavour.



V

THE REMOVAL

The tap is closed in one smooth action and the chalice is quickly removed to prevent any drops from falling into the glass.



VI

THE BEHEADING

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 JUDGEMENT

Your bartender then checks that the foam is 2 fingers (3cm) thick. This final head creates a protective "cap" that keeps your Stella Artois from going stale.



IX

THE BESTOWAL

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.



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.