



Quality 10 tips for serving the perfect beer

FOLLOW THE TIPS BY STELLA ARTOIS' BRAND AMBASSADOR LUKE MORRIS TO ALWAYS SERVE THE PERFECT PINT. YOUR GUESTS WILL RETURN TO ENJOY HIGH QUALITY TIME AFTER TIME.

01 | Training is a key

Make sure every member of the staff understands the reasons for the Stella Artois Pouring Ritual, and its benefits.

02 | Check, double check

Check your beer flow – is the beer pouring at the right speed? Check this every morning before service to prevent any problems or upset customers.

03 | Cleanliness is key

Are the glasses REALLY clean? Have you tried the water break test to check? Are the beer lines cleaned thoroughly every week?

04 | Renovate

Regularly renovate glassware every 6-8 weeks – it makes life so much easier!

05 | Be prepared

Ensure that you have enough chalices for your 2 busiest business periods combined, as well as backup cups and skimmers. They might go missing!

06 | Storage

Make sure chalices are always stored on matting enabling the flow of air away from any running liquids or spillages around the bar.

07 | Make it fun

Add some theatricality to the pour to help you stand out from the crowd – but make it suits the character of your outlet.

08 | Engage with your customers

Let them know why it is important to pour in this way.

09 | Always let the beer do the work

The beer will pour itself to create the correct head if you angle the chalice at 45°. "Trying" to pour will only reduce quality of beer you serve.

10 | Last but by no means least...

Never ever let the beer nozzle touch the chalice or the liquid within the chalice.