Stella Heritage

By 1366 roots of our brewing tradition had been established in the city of Leuven, Belgium– which is also where the original Den Hoorn brewery was founded. Den Hoorn laid the foundation for the quality taste and standard Stella Artois is known for. The symbol of the Den Hoorn Brewery is proudly displayed in Stella Artois' cartouche to this day.

Sebastian Artois was admitted to the Leuven Brewer’s Guild as a Brew Master in 1708, and only nine years later purchased the Den Hoorn brewery. In memoriam, you can find his last name on the brewery and every bottle of Stella Artois around the world.

The Artois Brewery was so beloved internationally and locally, a special batch was created as a Christmas gift to the people of Leuven. That special batch was the first to officially include "Stella" in its name. "Stella", meaning star in Latin, pays homage to this original occasion, accompanied by a star on every bottle.

So next time you see a bottle of Stella Artois, take note of the rich history paired with the rich flavor on and in every bottle.

INGREDIENTS – KETTLE ROOM

<https://www.youtube.com/watch?v=_BUNzfIGvl4>

Perfect serve

# **Dressed to the Nines**

With over 600 years of brewing heritage in every chalice, Stella Artois deserves to be poured perfectly. Our nine-step pouring ritual is a beautiful dance between the Chalice and the Draught Master, to deliver exquisite flavor with a tempting allure.

<https://www.youtube.com/watch?v=0kOSAaTeG1c>

POUR IT FORWARD - terrace

<https://www.youtube.com/watch?time_continue=4&v=Ml85EHHTPBE>

### 844 million lack access to safe water

It’s hard for us to truly imagine what it would be like to not have access to clean water. But for 844 million people around the world, this is reality.

Since 2015, Stella Artois and Water.org have partnered to change that. Through our partnership, we’ve helped provide access to clean water for more than 1.7 million people in the developing world to date. Our goal is to reach 3.5 million by 2020.

By purchasing this Limited-Edition Chalice, you can help transform lives around the world. This creates a ripple effect: with access to clean water, women can care for their families, families can earn an income and pursue their dreams. That’s what we call Pouring it Forward.