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She is a thing of beauty

**PRESS
RELEASE**

THE SEARCH IS BACK FOR MALAYSIA'S DRAUGHT MASTER EXPERT

A 9-STEP POURING RITUAL BY STELLA ARTOIS® RETURNS WITH ITS PERFECT POUR

Genting Highlands, 6 August 2013 - Taking the Belgian beer experience to a new level, Carlsberg Malaysia's subsidiary, Luen Heng F&B Sdn Bhd (LHFB) showcased the centuries old annual event that honors beer connoisseurs' mastery of the Stella Artois 9-Step Pouring Ritual. Held for the fourth consecutive year, the Malaysian finalists from across the nation rendezvoused at Genting International Convention Centre to stand a chance to represent the country at the inaugural Regional World Draught Master in Bangkok, Thailand.

Inspired by more than 600 years of brewing tradition, this annual competition encourages staff training and development in the art of delivering a superior beer experience to consumers while celebrating the sophisticated elegance in pouring skill to create the ultimate "She Is The Thing of Beauty"- a perfect Chalice of Stella Artois. Each step of the time-honored 9-step Stella Artois pouring ritual will be scrutinised by a panel of beer pouring experts who will score the competing bartenders.

"A perfect pour is fundamental to experiencing the perfect Stella Artois. The brand's time-honored 9-step Pouring Ritual helps ensure the beer are served and poured in care, consideration and craftsmanship, and it is important that all those who enjoy Stella Artois pay as much attention to serving it as we do to making it," said Kenneth Soh, General Manager of Luen Heng F&B Sdn Bhd in his speech.

The 2013 Malaysia World Draught Masters saw a line-up of many professional and experienced judges from the international and local FMCG industry. Aside from Kenneth, the judging panel at this year's competition included Henrik Andersen, Managing Director, Carlsberg Malaysia, Kristian Dahl, Supply Director, Carlsberg Malaysia, Philip Tan, Regional Director for South Asia, AB-InBev International and Edward Arthur Holloway, Senior Vice President of Hotel Operations, Genting Malaysia Berhad.

“Belgian beers are traditionally served in unique glasses developed to accentuate each beer’s unique flavor profile. For Stella Artois, that glass is the Chalice. The 9-Step pouring ritual makes the best use of the Chalice’s frame, stem and signature rim, and offers the best possible Stella Artois experience. The 9-Step pouring ritual is a subtle but important sign of respect for the customer. We train Stella Artois connoisseurs nationwide to master the technique, and we invite the very potential bartenders to compete against their peers from different outlets nationwide. We are looking forward to the best-of-the-best candidates to represent Malaysia and hopefully, earn the title of World Draught Master in the 17th Stella Artois World Draught Master global competition that will be held in Cannes, France by 2014,” shared Henrik in his officiating speech.

“A perfectly poured Chalice is a thing of a beauty. The training and support has helped my skills not only in pursuit of executing the 9-steps pouring ritual flawlessly but also as a bartender. With such a storied brewing tradition, I hope there will be more bartenders who will benefit from this training to ensuring every Chalice of Stella Artois is perfectly poured and serve great beer,” Liew Xin Yin, the Winner of the 2011 Malaysia World Draught Masters who represented Malaysia at the Global World Draught Masters in Buenos Aires, Argentina.

The 9-Step pouring ritual at the heart of the World Draught Master competition is rhythmic and complex. The steps include:

Step 1: The Purification

The Chalice must be cleaned and rinsed.

Step 2: The Sacrifice

The tap is opened in a single swift motion and the first drops of beer are poured.

Step 3: The Liquid Alchemy

The Chalice must be held at a 45° angle, just under the tap.

Step 4: The Crown

Lowering the Chalice permits the natural formation of the foam head.

Step 5: The Removal

The tap is closed quickly and the Chalice removed. No drips permitted.

Step 6: The Beheading

While the head foams up and threatens to overflow, a head cutter is deployed to smooth it gently.

Step 7: The Cleansing

The bottom and sides of the Chalice are to be cleaned.

Step 8: The Judgment

The perfect amount of foam equals two fingers.

Step 9: The Bestowal

The beer should be presented on a clean coaster, with the logo facing outward.

About Stella Artois®

Stella Artois traces its origin back to 1366 to the Den Hoorn brewery in Leuven, Belgium, just outside of Brussels. The beer was originally brewed to celebrate Christmas, and it was named Stella (Latin for "star") for its exceptional clarity. Stella Artois has a pleasantly bitter flavor and refreshing finish that distinguishes it from other European lagers. Stella Artois should only be served in its signature chalice, which showcases its rich, golden color while releasing the beer’s flavour and aroma.

About World Draught Master

The Stella Artois 2012 World Draught Masters is an annual event which was established since 1997. A local competition is held to determine an ambassador before competing on an international stage against countries from around the globe. Each step of the time-honoured 9-step Stella Artois pouring ritual will be scrutinized, in the quest to earn the coveted title of Stella Artois World Draught Master.



Organized in a yearly basis, the event takes place to make it known to the world that perfect pouring is key to enjoying a superior beer.

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寻找马来西亚最顶尖调酒师竞赛

STELLA ARTOIS 完美 9 步骤倒酒法

云顶高原，2013 年 8 月 6 日- 将比利时啤酒体验再次提升至另一境界，马来西亚 Carlsberg 集团子公司联兴食品有限公司(Luen Heng F&B Sdn. Bhd.) 举办年度竞赛展现 Stella Artois 那百年历史的的荣誉啤酒鉴赏家所推广的完美 9 步骤倒酒法。第四届 Stella Artois 世界顶尖调酒师竞赛，获得来自全国各地超过 40 位的入围调酒师，聚集在云顶国际会展中心接受挑战，以获得成为国家代表进入亚洲区世界顶尖调酒师竞赛的入场卷。这项竞赛将今年 10 月在泰国曼谷举行。

受到超过 600 年历史传统酿酒的启发，这项一年一度的世界顶尖调酒师竞赛鼓励员工参与培训及发展，已提供消费者一个传统优雅的比利时优质啤酒艺术体验。同时，欢庆那历史悠久的倒酒技术，打造极致“她是美丽的”- 一杯完美的 Stella Artois。这 9 步骤的倒酒艺术，每一步都要求接近完美，将由一群啤酒专家进行审议和为每一位参赛者评分。

“一个完美的倒酒技术是体验完美 Stella Artois 啤酒的根本。这品牌拥有历史悠久的 9 步骤倒酒艺术能确保啤酒都是在关注下为顾客所倒出。这非常重要，特别是对那些享受和关注 Stella Artois 啤酒的消费者。”联兴食品有限公司总经理苏志伟演说时分享。

2013 年世界顶尖调酒师竞赛获得一群在国际和本地快速消费品行业 (FMCG) 拥有丰富经验的专才担任评审，当中包括马来西亚 Carlsberg 集团董事经理 Henrik Andersen、马来西亚 Carlsberg 集团供应部总监 Kristian Dahl、AB-InBev International 亚洲区总监 Philip Tan、联兴食品有限公司总经理苏志伟及马来西亚云顶集团酒店营运高级副总裁 Edward Arthur Holloway。

“传统的比利时啤酒是倒在一个配合各种啤酒的独特杯子，以散发啤酒独有的特性。Stella Artois 所使用的是圣杯 (Chalice Glass)。这 9 步骤倒酒艺术将通过酒杯特有的框架、杯茎、独有的金色杯口，将提供 Stella Artois 独有的精致体验。也许 9 步骤倒酒艺术是一项微妙的动作，但是却是我们对消费者的尊重。我们培养国内的 Stella Artois 调酒师如何掌握这倒酒艺术的窍门。我们邀请非常有潜力的调酒师挑战来自全国各地的参赛者。我们期待最佳候选人的诞生，以代表马来西亚参加将于 2014 年在法国戛纳所举行的第 17 届世界顶尖调酒师竞赛中，获得头衔为国争光。”马来西亚 Carlsberg 集团董事经理 Henrik Andersen 分享。

“完美呈献在圣杯的 Stella Artois 是件美丽的东西。通过培训，确实提升我的倒酒技术，不仅在追求执行完美的 9 步骤倒酒艺术，我的调酒师工作更上一层楼。我希望有更多的调酒师能够通过这样一个传奇的酿酒传统和培训，将能够大大受益，并继续确保每一杯的 Stella Artois 能够完美的呈献和提供绝佳的啤酒。

2011 年马来西亚世界顶尖调酒师赛的冠军兼代表马来西亚前往阿根廷布宜诺斯艾利斯 (Buenos Aires, Argentina) 世界顶尖调酒师国际竞赛的参赛者 Liew Xin Yin 分享。