



ANNO 1366
**STELLA
ARTOIS**
Belgium

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Stella Artois®

Stella Artois® is the best selling Belgian beer in the World. Sold in more than 80 countries, its popularity is widespread. The success of this premium lager lies in a distinctive, immediately recognisable taste and character that is crisp and just slightly-pleasantly-bitter. This slight acidity is created from the carefully selected ingredients and an exclusive brewing process.

History

- 1366 *Its origins lie far back in time. Records of taxes on Louvain's Den Horen brewery dated from 1366.*
- 1708 *Sebastian Artois becomes its master brewer.*
- 1717 *Sebastian Artois gives his name to the brewery.*
- 1926 *Stella Artois® was initially launched as a seasonal brewery catering for the Christmas market with Pilsner type beer ("Stella" is Latin for Star).*
- 1930 *The "Artois" brewery starts exporting Europe-wide.*
- 1948 *A second brewery is opened, generating steady growth in the brand.*
- 1993 *Opening of the new, fully automated brewery in Louvain.*
- 2003 *Total production volume for the year: >9,5m hl.*

International Awards

- 1855 *Antwerp, Médaille d'Or (Golden Medal).*
- 1894 *Antwerp, Grand Prix, La Plus Haute Distinction (Grand Award).*
- 1900 *Paris, Grand Prix, La Plus Haute Distinction (Grand Award).*
- 1906 *Milano, Grand Prix (Grand Award).*
- 1998 *Whitbread, licensee for Stella Artois® in the UK, receives the BIMA Supreme Gold & Innovation Award for the embossed Stella Artois® 44cl can.*
- 1999 *Gold Award at the Australian International Beer Awards.*

Gastronomy

Belgian culture devotes much time to combining haute cuisine with good beer. In this context, the Belgians have earned themselves the distinction of being the founders of "cuisine à la bière".

Beer has proven that it can adapt to many forms of culinary art. Gastronomically, Stella Artois® can be compared to both a light red and dry white wine. Because of its intrinsic mildness and low alcohol content, it complements both archetypal types of dishes: fish and meat.

Among the dishes that can be accompanied by a hand brewed Stella Artois® are mussels with chips, the summer cuisine of the Mediterranean as well as different types of Asian cooking.

Characteristics

A filtered, lightly fermented, larger-typed beer. Noteworthy in the brewing process are the unique Stella Artois® yeast and selected top-quality hops: Saazner and bitter alfalfa.

- Alcohol Level:** Alc. 5,0% vol.
- CO₂ Content:** 5,0g CO₂/l
- Density:** 11,8 Plato
- Acidity:** EBU 26, pleasantly bitter.
- Colour:** Crystal clear with a touch of gold.
- Taste:** A uniquely different beer of pleasant bitterness and immense freshness
- Storage:** Keep in a dry, well-ventilated room at a constant temperature of 9°C - 16°C. This is the key to a good Stella Artois®. Perfect cleanliness and correct rinsing of coolers, tubes and glasses are important contributions to enhance product quality.
- Ingredients:** Water, Malted Barley, Yeast, Hops, Unmalted Cereals.

