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## The Morning Advertiser

### Master barman named

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Neville Gaffney of The Bulls Head in Repton, Derbyshire has won the first Artois Draught Masters competition to be held in the UK.

Gaffney beat nine other finalists and will now compete against winners from 30 countries at the World Draught Masters in Leuven, Belgium in October.

The Artois Draught Masters has been developed to raise service standards by encouraging bar staff to master the four-part dispense for Artois beers. It follows the launch of L'Academie Artois, a three tier training programme to raise quality standards.

The 10 finalists, who were selected from participants in the L'Academie Artois training programme, each had seven minutes to demonstrate a perfect serve of the Artois beers at the competition bar.

They were asked to pour two glasses each of Stella Artois and Peeterman Artois on draught and one bottle of Artois Bock.

“Service standards are critical because fresh beer needs to be delivered to the customer in the optimum manner, allowing consumers to appreciate and taste the flavours,” said Inbev UK commercial and field operations managing director Steve Kitching.

“Product quality underpins La Famille Artois beers – and that is why we have developed the Artois Draught Masters event.”

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