



**Kozel**

FUN POURS

**Cinnamon Art**

# Cinnamon Art

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## What is it?

Now here's some art you can fully appreciate. You pour the perfect glass of Kozel Dark before sprinkling an image of our goat Olda in cinnamon on to the dark foam.

## What's the big idea?

The cinnamon adds a spicy touch to your lager, bringing out delicious flavours and creating a fun new talking point for your customers.

## Why do it?

Our Fun Pours will definitely get people buying more beer! This is good for your bar and your customers - you'll get increased sales and profits while your consumers will have fun trying beer in a completely new and memorable way. It's a win-win situation!

## Did you know?

The official Cinnamon Art Fun Pour features Olda, our brewery goat. But did you know Kozel means 'goat' in Czech?



**OUR FUN POURS ARE ALL  
ABOUT BRINGING PEOPLE  
TOGETHER AND CREATING  
SOMETHING THAT'S FRESH  
AND ORIGINAL, JUST LIKE  
OUR LAGERS.**

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**AND WHO ISN'T UP FOR THAT?**

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## What you'll need

Kozel Dark

Cinnamon

Olda goat stencil

Kozel mug



HOW TO MAKE THE CINNAMON ART FUN POUR

**Now for the fun part**



**STEP 1:** Take a cold, clean, wet Kozel mug



**STEP 2:** Turn the tap to 15° for 1.5 seconds to get 35mm of foam



**STEP 3:** Holding the glass at a 45° angle, turn the tap to 90° and pour the perfect Hladinka, with the tap under the foam



**STEP 4:** The foam should sit just below the rim of the glass



**STEP 5:** Gently place your Olda goat stencil on top of the glass (don't hold it while you sprinkle)



**STEP 6:** Using a very fine sieve, generously sprinkle cinnamon over your stencil



**STEP 7:** Carefully remove it from the foam



**STEP 8:** Serve with a smile and say 'Na Zdravi!'



[kozelbeer.com](http://kozelbeer.com)



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