



BRAND STORY

“Refreshingly Coors, surprisingly Non-Alcoholic.” Coors Edge is “double-brewed” by blending taste profiles of two brews to form one with the refreshing taste of Coors. Backed by the brand equity & credentials of the Coors family, Edge has real beer taste, refreshment and the lowest calories in the category.

BRAND FACTS

- With only 41 calories, less is a lot more. The optimized liquid has a golden color, true-to-beer/refreshing taste, and superior health credentials.
- Research has shown that consumers prefer Coors Edge, scoring higher on “overall flavor” and “match to expectation.”
- Tested as a “favorite” and “likely to purchase” for many consumers vs. competitors, including Heineken 0.0.

PRODUCT SPECIFICATIONS

- **STYLE:** Non-Alcoholic brew
- **COLOR:** Golden
- **CALORIES:** 41
- **CARBS:** 8g
- **ABV:** <0.5%
- **PROTEIN:** <1g

SKUs



12pk 12oz cans



6pk 12oz bottles