



BRAND STORY

Keystone light was first introduced in 1989 and is a light-bodied, crisp beer that was launched with the slogan “Bottled Beer Taste in a Can”. In 1992, Keystone Light sponsored their first NASCAR driver, Wally Dallenbach Jr, beginning their racing heritage. In 2002, Keystone Light began highlighting it’s smoothness by rebranding with the slogan “Always Smooth, Never Bitter”, and then launched the iconic Hunt campaign in 2006. Today, Keystone Light embraces being Always Smooth while leaning into the hunting and racing heritage.

BRAND UPDATES

- Keystone was created as the first Coors Brewing Company offering in the Economy beer segment.
- This American-style lager has a fewer bitterness units than other Economy beers, so it always delivers a clean taste and a smooth finish.

PRODUCT SPECIFICATIONS

STYLE: American Style Light Lager

COLOR: Bright and golden color

CALORIES: 101

CARBS: 4.7g

ABV: 4.1%

IBUS: 6.8

TASTING NOTES

APPEARANCE

Golden and bright.

AROMA

Low to moderate aroma with a clean, fruity aroma and slight maltiness.

TASTE

Well-balanced flavor with a malty note, low bitterness, and a light body.

FINISH

Low to moderate aroma with a clean, fruity aroma and slight maltiness.

KEYSTONE LIGHT



Keystone Light is a light-bodied, crisp beer that is always smooth.

BRAND HIGHLIGHTS

- Founded in 1989 as a light bodied economy beer, with brand slogans consistently highlighting the smoothness of Keystone Light
- Keystone Light has strong brand heritage with racing, hunting, and fishing and is the light beer to be the companion to celebrate these moments

PACKAGE OPTIONS



12oz
Can



16oz
Can



24oz
Can



4pk 16oz
Cans



6pk 16oz
Cans



15pk 12oz
Cans



24pk 12oz
Cans



30pk 12oz
Cans



8pk 16oz
Cans



18pk 16oz
Cans



24pk 16oz
Cans