

Coors LIGHT[®]



Mountain Cold Refreshment.
Made to Chill.

BRAND HIGHLIGHTS

- Coors Light is cold lagered for a lighter, crisp taste, cold-filtered for a bright appearance, and cold-packaged for peak refreshment
- When the mountains turn blue, it's as cold as the Rockies
- #1 brand growing volume share vs YA across total beer / beer alt vs. YA¹
- #1 in HH Penetration across all Premium Light Brands²
- 72% of Coors Light drinkers are repeat purchasers³

PRODUCT SPECIFICATIONS

- **STYLE:** American Style Light Lager
- **CALORIES:** 102
- **CARBS:** 5 g
- **ABV:** 4.2%
- **IBUs:** 6.8 mg/L
- **COLOR:** 2.2 °SRM
- **HOPS:** unique blend of select varieties creating refreshing taste and hop aroma
- **MALT:** 100% American-grown Moravian 2-row barley malted to perfection
- **WATER:** pure high-quality water from ancient aquifers, deep lakes or Rocky Mountain springs

PACKAGE OPTIONS



Kegs

9 wk. Pull Date



Cans

18 wk. Pull Date



Bottles

18 wk. Pull Date



Aluminum Pints

26 wk. Pull Date

¹Circana POS, Volume Share Change vs YA, TTL Beer, Total US – Multi & Conv; Period: 52 Weeks Ending 11/19; ²Circana OmniConsumer Scan Panel Data, 26 Weeks Ending 11/5/2023, Total US All Outlets; ³Circana, % Buyers, 2x Buyers, Coors Light, Total US; Period: 52 Weeks Ending 11/5

Coors LIGHT



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BRAND STORY

Coors Light was born in the Rocky Mountains of Colorado in 1978. To craft our uniquely refreshing beer, we looked to the mountains to harness the power of cold. Coors Light is cold lagered for a lighter, crisper taste, cold-filtered for a bright appearance, and cold-packaged for peak refreshment. We take pride in our process and ingredients to bring you mountain cold refreshment.

BRAND UPDATES

- #2 brand in premium beer segment by volume and dollar share¹
- 72% of Coors Light drinkers are repeat purchasers²
- #1 in HH Penetration across all Premium Light Brands²
- GABF Silver (2014) and Bronze (2016) medal winner for American Style Lager
- When the mountains turn blue, it's as cold as the Rockies
- Consumers have fondly nicknamed Coors Light, "The Silver Bullet"

PRODUCT SPECIFICATIONS

- **STYLE:** American Style Light Lager
- **COLOR:** Light, golden yellow
- **CALORIES:** 102
- **CARBS:** 5 g
- **ABV:** 4.2%
- **IBUS:** 6.8 mg/L
- **COLOR:** 2.2 °SRM
- **HOPS:** unique blend of select varieties creating refreshing taste and hop aroma
- **MALT:** 100% American-grown Moravian 2-row barley malted to perfection

TASTING NOTES

AROMA

Light malty and fruity character balanced with a delicate hop aroma

TASTE

Crisp fruity and slight malty character with a very clean low bitterness

MOUTHFEEL

Light body with refreshing carbonation

FINISH

Crisp, clean and refreshing

¹Circana POS, Volume Share & Dollar Share, Premium Al Beer, Total US – Multi & Conv; Period: 52 Weeks Ending 11/19; ²Circana, % Buyers, 2x Buyers, Coors Light, Total US; Period: 52 Weeks Ending 11/5; ³Circana OmniConsumer Scan Panel Data, 26 Weeks Ending 11/5/2023, Total US All Outlets