



BRAND STORY

For more than 150 years, Coors Banquet has been brewed exclusively in Golden, Colorado. It's a proud family brewing tradition that's been passed down through five generations.

Our beer was named "The Banquet Beer" by the hardworking miners of Golden, who drank it to celebrate coming together at the end of a hard day's work

Prior to the 1970s, Coors Banquet was only available in 11 states, which fueled thirsty beer drinkers' need to snag cases of the coveted golden lager.

Today we remain as fiercely committed to our western roots as ever, brewing only in Golden, Colorado.

BRAND FACTS

- Brewed only in Golden, CO
- 100% Rocky Mountain Water
- Moravian Barley malted on-site
- 5 Generations of Coors Family Brewers

PRODUCT SPECIFICATIONS

- **STYLE:** American Premium Golden Lager
- **COLOR:** Golden with brilliant clarity
- **CALORIES:** 142
- **CARBS:** 11.2g
- **ABV:** 5%
- **SRM:** 2.7
- **IBU:** 10.5
- **Sodium:** 15mg
- **PROTEIN:** 1g

TASTING NOTES

AROMA

Aromas of freshly baked bread with bright, understated hints of fruit

TASTE

Initial malty sweetness with subtle notes of banana and pear

MOUTHFEEL

Light bodied with brisk effervescence that accentuates the flavor

FINISH

Well balanced with a smooth and crisp finish



Inspire those who search for what's worthy.

BRAND HIGHLIGHTS

- Brewed only in Golden, CO with 100% Rocky Mountain water
- Grew buyer base by 8%, the most in the segment
- Fastest growing premium beer brand
- 2 out of 3 Coors Banquet buyers repeat purchase

PRODUCT SPECIFICATIONS

- **STYLE:** American Premium Golden Lager
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AVAILABLE IN



Kegs

9wk Shelf- Life



Cans

26wk Shelf- Life



Bottles

26wk Shelf- Life



Aluminum Pints

26wk Shelf- Life