



January 10, 2011

BRAND FACT SHEET



COORS LIGHT

Coors Light® is Coors Brewing Company's largest-selling brand and the third best-selling beer in the United States. Introduced in 1978, the brand has been a favorite for nearly 30 years. The simple, silver-toned can caught people's attention and the brew became nicknamed the "Silver Bullet".

Coors Light is available nationwide in cans, bottles and kegs. This premium light beer has 102 calories per 12-ounce serving and 4.2 percent alcohol by volume.

Awards

- 2005 Great American Beer Festival silver medalist, American-Style Light Lager
- 1998 Great American Beer Festival gold medalist, American-Style Light Lager
- 1997 Great American Beer Festival bronze medalist, American-Style Light Lager

Innovative Coors Light Packaging

The Coors Light Plastic Bottle Cooler Box

The innovative 18-pack Plastic Bottle Cooler Box is the industry's first ice-ready bottle package that can keep beer cold. The Plastic Bottle Cooler Box features 16-ounce plastic bottles that can be taken almost anywhere!

The Coors Light Cold Activated Label

The Coors Light Cold Activated Label takes the mystery out of knowing a beer's temperature. The label indicates when it's ready for drinking. Thermal ink on the label changes from white to blue when the beer is as Cold as the Rockies.

The Coors Light Frost Brew Liner Can

The Coors Light Frost Brew Liner locks in the frost brewed Rocky Mountain taste of "The World's Most Refreshing Beer." The liners themselves are blue and are recognizable through blue rims and pull tabs on the outside.

Experience more of "The World's Most Refreshing Beer" at www.coorslight.com.