



PRESS RELEASE
4th September 2007



A great new taste for Coors

Building on the success of Coors Fine Light Beer to date, Coors are embarking on an exciting new look and taste for its global flagship beer. This stage in the brand's evolution is set to open up major new opportunities for business growth.

Coors' new crisp taste responds to consumer feedback that has identified a demand for an even lighter tasting beer at an ABV of 4.5%. Coors Light is brewed to taste light using a special brewing process that breaks down the starch. This unique process creates a lighter, refreshing beer that doesn't fill you up.

Coors Light is a global beer brand, the seventh biggest in the world and reflects the spirit of Colorado's Rocky Mountains, the worldwide home of Coors for more than 130 years.

With the proportion of premium lager drinkers who prefer lighter tasting lagers increasing dramatically from 1 in 7 to 1 in 4* and light beer having a broad appeal to both male and female drinkers**, new Coors Light is ideally placed to maximise the profit in the UK's evolving light beer sector.

Sales Director, John Holberry says:

"Since the brand's launch in 2003, it has always been our plan to drive the "Light" part of the Coors brand. Based on current market conditions and consumer trends, now is the right time and we shall adopt the same Coors Light branding across all packaging from September 2007.

*Today, lighter tasting lager has seen significant increase with the sector having grown by 9% since 2005***. We've listened to both consumers and customers to capitalise on this new market trend and Coors Light is how we plan to do it".*

Coors Light will benefit from a heavyweight £11 million marketing investment during 2007 and 2008 including cinema and outdoor and will be back on TV during October. Major activity is planned with all main retailers along with a distribution drive in the impulse channel targeting 3,000 independent retailers. On trade support includes glassware, POS and bar staff clothing across all channels.



...ends



Contact details for further information

Consumer website: www.coorslight.co.uk

Further info or to arrange interviews: Lisa Needham 01283 882055, lisa.needham@coorsbrewers.com

Information sources

* MMR, Oct 2002 and MMR, June 2005

** In countries with big light sales, women account for a higher volume of beer sales: Coors Brewing Company, USA consumer data

*** ACN On Beer/Scantrack May 05 to May 07 Vol MAT