



PRESS RELEASE

Grolsch gets the premium treatment

Grolsch has launched a fresh new look – strengthening further its premium credentials and delivering even greater stand out on store shelves.

Available in-store from mid June – the new packaging features a stylish two-tone look that aims to provide optimum visual impact. The new outer packaging displays an ice-cold image of a Grolsch bottle, while the bottom of the pack features a white base, providing a sense of coldness and refreshment. Meanwhile, the can has a new design to deliver a consistent look and feel across all packaging formats.

The launch of new packaging adds to the sense of momentum for the premium beer brand, which is achieving important awareness through the continued success of the latest Green Light District campaign, which has again been rolling across major UK cities in the past few months.

Grolsch Brand Director, David Griffiths said: “The fresh new packaging drives Grolsch to an even more premium position and at the same time improves visibility and stand-out on shelf.

“The redesign is being supported by a trade press advertising campaign and a major on-pack glassware promotion to be launched later this summer.”

Ends

Date: 15th June 2007

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Molson Coors is the fifth largest brewer in the world, formed by the merger of equals in 2005 of Molson and Coors. With executive offices in Denver and Montreal, its major markets are Brazil, Canada, the UK and the USA. Coors Brewers Limited is the UK's 2nd largest brewer with a 20%+ market share. Brands include Carling, the UK's biggest selling lager, Grolsch one of the UK's leading premium lagers and Coors Fine Light Beer, an American style lager launched in late 2003.