



### Brand Purpose

Live without shortcuts.

### Brand Story / History

Coors Banquet is the beer Adolph Coors first brewed in 1873. Since then, Banquet has been brewed only in Golden, CO with 100% Rocky Mountain water and Moravian barley. It is a brand steeped in rich heritage and tradition.

**In a declining industry, Coors Banquet has grown for the last 10 years!**

### Brand Facts

- Only brewed in Golden, CO
- 100% Rocky Mountain Water
- Moravian barley malted on site
- 5 generations of Coors family brewers
- Rich, golden color
- Unpasteurized
- 2016 GABF Silver Medal Winner and 2015 GABF Gold Medal Winner

### Brand Style

- Style: American Lager

### Nutritionals – IBU

- |                 |                       |
|-----------------|-----------------------|
| • Calories: 147 | • Carbs: 11.7 (grams) |
| • ABV: 5.0%     | • Sodium: 15 (mg)     |
| • SRM: 2.7      | • Protein: 1 (grams)  |
| • IBUs: 9.5     |                       |

### Sensory Information (AATMF)

- AROMA: Low to moderate aroma with a slight fruity and hoppy scent and moderate maltiness
- APPEARANCE: Golden and bright
- TASTE: Well-balanced malty and fruity notes, low bitterness
- MOUTHFEEL: Light body
- FINISH: Crisp, smooth finish with little aftertaste



### Key SKUs

- C-Store: 24oz can and 12pk 12oz cans
- On-Premise: Stubby bottle and draft
- Grocery: 24pk 12oz cans and 12pk 12oz cans and bottles

### COT Priority

- C-Store and On-Premise