

LAUNCHING: March 1, 2021



PRICING GUIDANCE:

Price at Parity to Michelob Ultra
Coors Pure pricing should not be brought down to line price to Coors Light for promotional or display opportunities

SHELF LIFE:
18 Weeks

PLACEMENT:
Eye-level, Next to Michelob Ultra

SELLING VIDEO:



@ MolsonCoors Beverage Company 2020
Albany, GA
Per 12 oz, 92 Calories, No Sugar, 3.5g Carbs,
1.2g Protein, 0g Fat

**Coors
PURE**

REASONS TO BELIEVE

Elevated Organic Light Lager made with only simple, quality ingredients: Organic Barley, Organic Hops, Water.

- **USDA-Organic Certified**
- **Simple, Clean Ingredient Line**
- **Only organic beer at this price point**
- **92 Calories**
- **No Sugar**
- **3.8% ABV**

SKUs:



**12 Pack 12oz
Slim Cans**



**24 Pack 12oz
Slim Cans**



16 oz and 24oz Cans