



Brand Story / History

A new line of Pure Light Beers from the Coors Brewing Company. Made with simple, quality ingredients: organic barley, hops, and water for the pure Rocky Mountain refreshment and exceptionally crisp and clean taste you'd expect from Coors.

Made with only pure ingredients, Coors Pure takes refreshment to new heights.

Brand Facts

- Simple, clean ingredient line: organic barley, hops, & water.
- Only 92 calories and zero sugar
- USDA Organic certification

Sensory Information (AATMF)

APPEARANCE:

- Pure Light Beer: Pours clear and golden with low foam

AROMA:

- Pure Light Beer: Low-moderate aroma with estery notes, supported by low malt and hop aromatics

TASTE:

- Pure Light Beer: Subtle malt sweetness with appropriately low bitterness and slight citrus hop notes

MOUTHFEEL:

- All: Light and easy drinking, with low body and refreshing effervescence

FINISH:

- Pure Light Beer: Crisp and clean finish, with low aftertaste that doesn't linger



Nutritionals – IBU – SRM

Calories	92
ABV	3.8%
Carbs	3.5g
Protein	1.2g
IBUs	5

Brand Style – Hops – Malt

- Style: American Style Light Lager
- Hops: Cascade
- Malt: 2-row and 6-row barley

Food Pairings

- Grilled Shrimp Skewers
- (Cheese) Burgers
- Lemon Pepper Wings

Priority or COT Priority

- Large Format: 12pk Slim Can, 24pk Slim Can
- C-store: 16oz, 24oz