

# BREWED WITH CONVICTION

SINCE



1873





### Brand Purpose

**WE BELIEVE** in doing what's right, even if it's hard.  
**WE EXIST TO** inspire those who live by their own code.

Coors Banquet is a well-balanced, easy-to-drink, golden lager that Adolph Coors first brewed in 1873. Since then, Banquet has been brewed only in Golden, CO, by 5 generations of one family, and with 100% Rocky Mountain Water and Moravian barley. It's a brand steeped in rich heritage, tradition with an unwavering commitment to quality by delivering a consistent, refreshing taste that you can count on.

### Brand Facts

- Brewed only 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 Premium Golden Lager

### Nutritionals – IBU

- |                 |                       |
|-----------------|-----------------------|
| • Calories: 142 | • Carbs: 11.7 (grams) |
| • ABV: 5.0%     | • Sodium: 15 (mg)     |
| • SRM: 2.7      | • Protein: 1 (grams)  |
| • IBUs: 10.5    |                       |

### Sensory Information (AATMF)

#### Appearance

Golden with brilliant clarity and moderate carbonation

#### Aroma

Aromas of freshly baked bread with bright, understated hints of fruit

#### Taste

Initial malty sweetness with subtle notes of banana and pear

#### Mouthfeel

Light bodied with brisk effervescence that accentuates the flavor

#### Finish

Well-balanced with a smooth, crisp finish



### Key SKUs

- C-Store: 12pk 12oz cans and 24oz can
- On-Premise: Stubby bottle and draught
- Grocery: 12pk 12oz cans and bottles and 24/30pk 12oz cans

### COT Priority

- C-Store and On-Premise