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Molson Coors nears completion of 200,000-square-foot G150 project, transforming Coors Brewery for decades ahead

The investment positions the Golden, CO facility as one of the world's most efficient breweries

GOLDEN, Colo., Oct. 15, 2024 – Molson Coors Beverage Company today announced the near-completion of a modernization project of the legendary Coors Brewery, an overhaul of the 150-year-old facility through an investment totaling hundreds of millions dollars.

“The G150 project is an investment not only in the Coors Brewery and the Golden Valley, but Molson Coors’ capabilities in the 21st century and beyond,” said Molson Coors President and Chief Executive Officer Gavin Hattersley. “It’s an investment we’re proud to make. Our plans are big at Molson Coors, and they’re rooted in the sort of projects that make this a world-class beverage company.”

Focused on transforming the Golden brewery’s filtration, fermenting and aging capabilities while saving an anticipated 80 million gallons of water annually and reducing energy use, Molson Coors says it expects the initiative to make the site one of the most efficient and sustainable breweries in the world.

Known as the G150 project – “G” for Golden and 150 for the anniversary the brewery is celebrating in 2023-24 – this five-year undertaking reflects Molson Coors’ commitment to investing in its global capabilities. The company is also committed to boosting the momentum of its core brands, aggressively growing its above premium portfolio and expanding beyond beer.

The 200,000-square-foot G150 project, which required more than 2 million work hours, is equipped to make many of Molson Coors’ most iconic brands, including Coors Light and Coors Banquet, Miller Lite, Miller High Life and Blue Moon Belgian White. Though the project will be completed in 2025, the facility is now operational, and its first beers have recently entered the market.

The G150 project affirms Molson Coors’ dedication to brewing excellence, its rich history in Colorado and its standing as a pillar in the Golden community. To learn more about Molson Coors and the G150 project, visit www.molsoncoors.com.

About Molson Coors Beverage Company

For more than two centuries, Molson Coors has brewed beverages that unite people to celebrate all life's moments. From our core power brands Coors Light, Miller Lite, Coors Banquet, Molson Canadian, Carling and Ožujsko to our above premium brands including Madri Excepcional, Staropramen, Blue Moon Belgian White and Leinenkugel's Summer Shandy, to our economy and value brands like Miller High Life and Keystone Light, we produce many beloved and iconic beers. While Molson Coors’ history is rooted in beer, we offer a modern portfolio that expands beyond the beer aisle as well, including flavored beverages like Vizzy Hard Seltzer, spirits like Five Trail whiskey and non-alcoholic beverages. As a business, our ambition is to be the first choice for our people, our consumers and our customers, and our success depends on our ability to make our products available to meet a wide range of consumer segments and occasions.

Molson Coors Beverage Company is a publicly traded company that operates through its Americas and EMEA&APAC reporting segments and is traded on the New York Stock

Exchange and Toronto Stock Exchange. To learn more about Molson Coors Beverage Company, visit molsoncoors.com.

Forward Looking Statements

This press release contains forward-looking statements, including statements regarding the Company's capability commitments, and its water and energy use management. Actual events or results may differ materially from those contained in the forward-looking statements due to risks, uncertainties and assumptions. These factors include those detailed in Molson Coors' public filings with the SEC, including its most recent Annual Report on Form 10-K. Molson Coors disclaims any obligation to update any forward-looking or other statements in this release, except as required by law.

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