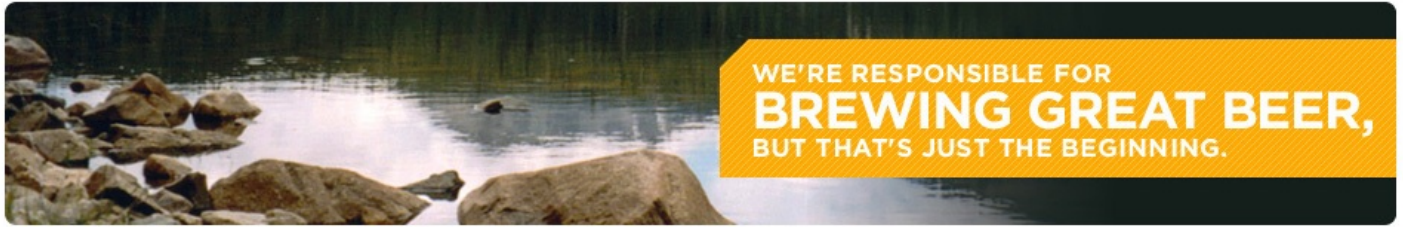




**CORPORATE
RESPONSIBILITY
REPORT 2011**





2011 Corporate Responsibility Report
Custom Report
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How We Work



Whether you start counting in 1744 with William Worthington in England, or in 1786 with John Molson in Canada, or even with the youngest of our founders, Adolph Coors in 1873 – you arrive at the same conclusion. We know a thing or two about crafting quality beers and running an enduring business with integrity, authenticity and corporate accountability right from the start.

It was clear to our founding families that building the business and doing the right thing go hand-in-hand. And while that balance is no easy feat and we don't always get it right, it still serves as the cornerstone for Molson Coors. Over the years we've grown into one global company with a

shared commitment to brewing extraordinary beers and running a business focused on respect for our employees, our communities, and our drinkers. That means corporate responsibility and accountability right from the start.

Global Company, Local Roots

While our company has expanded around the world, our roots and character remain local. We're made up of dozens of local breweries and offices where our employees and our iconic brands are a part of the fabric of the community. These are the places where we live, work and connect. It only makes sense that integrity, responsibility and generosity would characterize our approach to the work we do there.

A Business of Responsibility

Corporate responsibility at Molson Coors has never been about an initiative or a department. Corporate responsibility and accountability matter to all of us. We measure the value of our contribution day in and day out by our ability to consistently deliver exceptional quality to our drinkers, how we invest in and develop our employees, and how we conduct ourselves as a member of the larger community.

We also know this is a process of continual improvement and there is always more we can do. We value what we [hear from you](#) in terms of our actions, focus and priorities.

CEO Statement

Shared Values. United in Responsibility.

Molson Coors is poised to grow and take its place as a top-performing brewer in today's global beer business. Our shared values of Integrity and Respect, Quality, Excelling, Creativity and Passion drive our decisions and our actions as we work to make our mark on the world. They make corporate responsibility part of everything we do.



"For us, it starts with ethical performance and treating our employees, our customers, and all of our stakeholders with integrity and respect."

- Peter Swinburn

- It means brewing quality products that are marketed and sold responsibly, for legally-aged adults to drink and enjoy responsibly.
- It requires us to carefully consider environmental stewardship in all of our operations and our packaging.
- We support the development, engagement and health of our employees, and invest in the communities where we live and work.
- And we're striving to extend these best practices throughout our supply chain, from grain to glass.

We take seriously the challenges that go hand in hand with our business, so these commitments are embedded in all of our business strategies, in every market.

Milestones Along the Way

In 2010:

- We further developed our [global strategy on water](#) identifying the specific risks at each brewery through detailed risk assessments. We are now setting up stakeholder forums to address local challenges and opportunities with other water users. We continued sponsorship of the Carbon Disclosure Project (CDP) Water Disclosure that will provide critical water-related data from the world's largest companies.
- We saw further progress in the engagement scores of our employees; our annual survey saw scores above the high performing norm. We put this down to the success of [Our Brew](#) in improving how employees see and align with the company's mission and vision. Our CR index of questions in the survey was identified as a top 5 driver of engagement.
- We are showing a positive trend in our environmental impact in 2010 with a 5% reduction in water use and a 3% reduction in

energy use. We are improving our waste reporting to report by waste stream and since our 2008 baseline we have reduced our GHG emissions (Scope 1 & 2) by over 14%.

- As well as the responsibility for our direct operations, we have a responsibility to ensure that the suppliers we work with share our values and ethical practices. In 2011, we joined Sedex, an independent membership organization for businesses committed to continuously improving the ethical performance of their supply chains. This is a significant step to embed corporate responsibility into our global procurement process and ensure that our suppliers adhere to our [Responsible Sourcing Principles](#).

While we have had many wins this past year, our progress has not been without some challenges. For example, we acquired a 51% stake of Hebei Si'hai Beer Company of China in September 2010, and have been delayed in integrating this business into our current systems and processes. We expect to roll the brewery into our global reporting in 2012. We have recently centralized our global procurement processes. Throughout 2011 and 2012 we will continue to address the significant impacts of our supply chain and work closely with our suppliers to mitigate risks and leverage opportunities. It goes without saying that the current economic climate has put extra strains on our business. We are making adjustments to our plans to meet key targets including our corporate responsibility commitments.

As always, we invite your input on our priorities and our progress. We know there is much work still to be done. We are working towards a more sustainable future for Molson Coors and your feedback helps us get there.

Cheers,

Peter Swinburn, CEO

Our Values



Our legacy has left us with a strong set of values.

At Molson Coors, we come from many different backgrounds, so our values help to unite us. They guide our decisions and our actions.

Excelling

- Surprising one another and our customers by what we achieve
- Committing ourselves to doing the things that are key to winning and doing them better than anyone else

Passion

- We are beer champions who love winning by delighting the world's beer drinkers with our extraordinary brands

Integrity & Respect

- Being honest, ethical and open as a basis for building trusting relationships
- Treating others as we would like to be treated

Creativity

- Unlocking and nurturing fresh ideas to make us more competitive
- Doing the unexpected to challenge the norm

Quality

- Talented people who go the extra mile to deliver beyond "expected quality" in everything we do
- Being obsessive about the quality of our products so we delight our consumers

Our Approach

Four goals. One pursuit.

Our ambition is to be a top global brewer. We have four strategic goals to help us get there.

- A net profit goal
- Increasing returns from our strategic brands
- Engagement of our employees
- Recognition for world-class corporate responsibility.

Corporate responsibility is core to our overall business strategy. We cannot meet our profit target without managing sustainability risks and opportunities. We grow our brands responsibly, and responsibility performance is key to engaging our employees. We've defined five CR areas that make up our corporate responsibility commitment:

- **Governance and Ethics** : Be ethical and accountable in our business practices.
- **Alcohol Responsibility** : Make quality products that we advertise and sell responsibly.
- **Environmental Stewardship** : Brew and package our products with care for the environment.
- **Employees and Community** : Support the development, engagement and wellness of our people and invest in the communities where we live and work.
- **Responsible Sourcing** : Extend our best practices throughout our supply chain.

Within these areas, we've identified three areas of focus that are most important to our stakeholders. Because they are core to our product, heritage and capabilities, we know we can make a difference. They are; 1) Alcohol Responsibility, 2) Water, and 3) Community Investment.

Reporting Scope

We update our corporate responsibility performance on an annual basis and our online report feature allows for customized reporting for each reader. The 2011 report covers quantitative data for the calendar year 2010 with additional qualitative material from previous years.

The reporting scope is global and covers Molson Coors Brewing Company's business units: Molson Coors Canada, Molson Coors UK, MillerCoors in the US, and our international business.

In July 2008, Molson Coors and SABMiller plc combined US and Puerto Rico operations to form a joint venture called MillerCoors LLC. For financial reporting under US accounting standards, MillerCoors LLC is accounted for by us under the equity method.

Therefore, MillerCoors' revenues and expenses are not reported in Molson Coors' consolidated results. Molson Coors does receive and report 42% of the net profits of MillerCoors (while our partner in MillerCoors, SABMiller, receives 58% of the net profits). In 2009 and beyond, Molson Coors will report no revenues from US and Puerto Rico operations. We report 42% of MillerCoors' corporate responsibility data.

As you read about our responsibility programs and challenges, we want to hear from you. We welcome your feedback about our reporting, scope and priorities for the future.

Assurance

Corporate Citizenship provides third party assurance of our environmental data. They have reviewed our environmental data for the last three years. This year's assurance was performed against ISAE 3000, the internationally recognized standard.

Our Targets

PROGRESS AGAINST 2010 TARGETS & PROPOSED 2011 TARGETS



Following a benchmarking exercise of our CR performance against [global standards](#) including the GRI, we have picked and set targets in those areas we think are most relevant to our stakeholders and our business. We would welcome [your thoughts](#) on priorities we have set.

ISSUE	WHAT WE SAID: 2010 Target	HOW WE DID	WHAT'S NEXT: 2011 Target
Governance Ethics / Reporting	Disclosure of climate change, water risk and alcohol policy risk in our financial reporting	We reported against these risks in our 2010 10K	Implement the recommendations from our independent Stakeholder Engagement Review
Environmental Responsibility	15% reduction in energy use (MJ/hl) by 2013 based on 2008 baseline	On track to meet target	Establishing 2020 targets
	15% reduction in water use (MJ/hl) by 2013 based on 2008 baseline	On track to meet target	Establishing 2020 targets
	Complete 2nd year of environmental data verification.	Completed 2nd year of environmental data verification. See our Assurance Statement .	Continue with assurance program
Wellness Safety	10% improvement in Health & Safety performance.	We exceeded our 10% improvement target. See Wellness and Safety section.	Continue 10% improvement in Health & Safety performance
Community Investments	Publish a corporate-wide volunteer policy including tracking of hours	We have implemented a global system, AngelPoints, a leading web-based Employee Engagement Platform for tracking employee volunteering, our Volunteer Policy is still in development	Strengthen our company-wide approach to and metrics for Community Investments, piloting it in Canada
People	Report against Employee Opinion Survey action plans for 2009 results	See Engagement section	Greater transparency of workplace practices and people demographics
Supply Chain	Establish an auditing system against our Responsible Sourcing Principles	We joined Sedex, an independent membership organization for business committed to continuously improving the ethical performance of their supply chains. See Responsible Sourcing section	Roll out Sedex to our top 100 by spend suppliers (primarily direct material), over the next three years
	Ask 10 suppliers to report to The Carbon Disclosure Project Supply Chain Project	We joined CDP Supply Chain Project in 2010 and six suppliers reported following our request	

Economic Impact

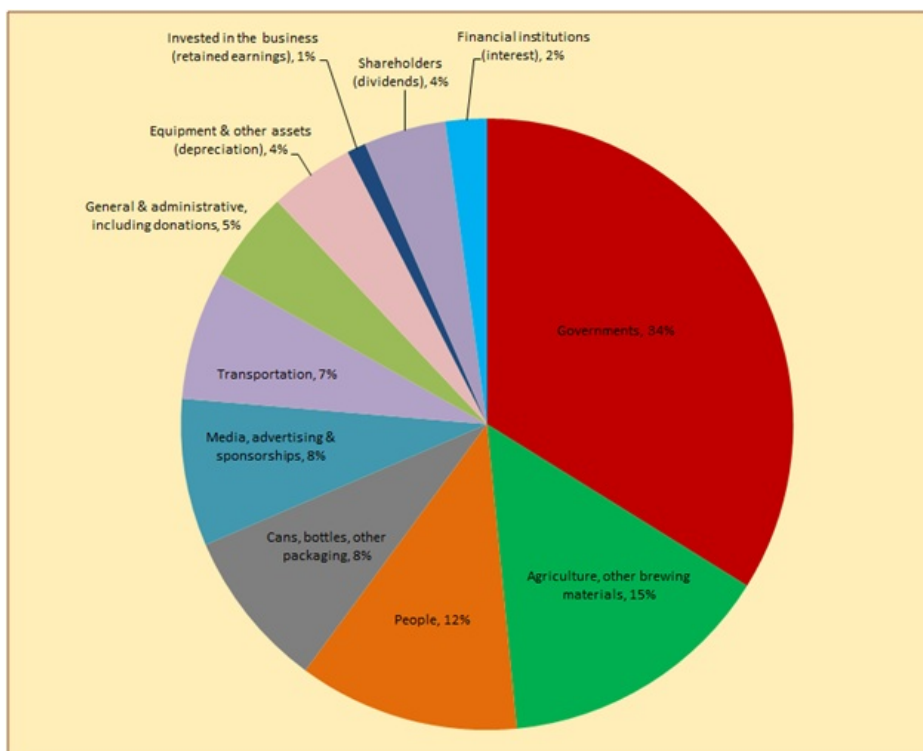
Who benefits from our revenues?

Our reported financial results make clear how much profit Molson Coors generated and the resulting earning per share of stock. This is the format that is required by the Generally Accepted Accounting Principles in the US (US GAAP). Less clear from standard financial reporting are the many other economic impacts inherent in the distribution of our revenues.

The pie chart below shows how 2010 revenues were allocated. In 2010, Molson Coors Brewing Company received US\$4.7 billion in revenue*, well over 99% from beer sales in Canada, Europe and in Asia. Governments, through excise and other taxes, took the biggest slice of the revenue, 34% or US\$1.6 billion. Our employees received 12% or US\$549 million in compensation and benefits. Another 23% or US\$1.1 billion went to agriculture, other brewing materials, cans, bottles and other packaging. 1% was invested back in the business and 4% returned to shareholders in the form of dividends.

This analysis also does not include the significant jobs and value created by wholesalers and retailers who sell our products to consumers.

2010 Allocation of Gross Revenues in %



TREND: ALLOCATION OF GROSS REVENUES	2008	2009	2010
Governments	30%	31%	34%
Agriculture, other brewing materials	7%	15%	15%
People	12%	11%	12%
Cans, bottles, other packaging	17%	9%	8%
Media, advertising & sponsorships	9%	8%	8%
Transportation	9%	7%	7%
General & administrative, including donations	5%	5%	5%
Equipment & other assets (depreciation)	4%	4%	4%
Invested in the business (retained earnings)	3%	4%	1%
Shareholders (dividends)	2%	4%	4%
Financial institutions (interest)	2%	2%	2%

* 2010 revenues represent full year revenues from Molson Coors Brewing Company operations around the world, with the exception of the US and Puerto Rico. In July 2008, Molson Coors and SAB Miller plc combined their US and Puerto Rico operations to form MillerCoors LLC. For financial reporting under US accounting standards, MillerCoors is accounted for under the equity method of accounting. Therefore, since July 2008, MillerCoors revenues and expenses are not reported in the financial results of Molson Coors. Molson Coors does receive and report 42% of the net income of MillerCoors LLC.

Stakeholder Engagement

We believe that creative and effective two-way dialogue is the cornerstone of building a trusting reputation with stakeholders.

Our stakeholders are:

- Consumers
- Employees
- Investors/Shareholders
- Government/regulators
- Customers
- Suppliers
- Interest Groups (environmental, alcohol responsibility)
- CR Influencers

We are proactive in engaging with our stakeholders through many different channels. In 2010, we undertook an independent Stakeholder Engagement Review to:

- Ask internal and external stakeholders to provide insight into the company's material corporate responsibility issues
- Integrate their feedback into business practices to drive performance improvements
- Set corporate responsibility priorities and targets
- Enhance the company's reputation for accountability and transparency in corporate responsibility

Please see the independent commentary and recommendation from the [Review](#).

Governance and Ethics

A foundation of integrity.

The governance of Molson Coors embraces both strong family traditions and performance-based management. We set our sights on the highest standards of good corporate governance in order to:

- Strengthen shareholder value.
- Fulfill our responsibilities to our employees, customers and suppliers.
- Satisfy credit, environmental, legal and other regulatory requirements.

Responsibility shared by all

Good corporate governance is the responsibility of our board of directors, senior executive team and employees, who all are bound by our [Code of Business Conduct](#). This Code incorporates best practices for our business, and complies with the requirements of the New York Stock Exchange and Securities & Exchange Commission.

There is winning at all costs and there is winning the right way

At Molson Coors, winning the right way matters to us. [Our Shared Values](#) unite us and guide our actions. This belief is the cornerstone of our Ethics and Business Conduct program.

Our Audit Committee of the Board of Directors and our internal Ethics and Compliance Committee, comprised of our CEO and his direct reports, help set the direction of our program and hold themselves accountable to the same standards of ethical behavior.

Corporate Governance

Our Board of Directors is elected by the stockholders to oversee their interests and to foster the long-term success of the Company in accordance with the provisions of our Certificate of Incorporation and Bylaws. The Board serves as the ultimate decision-making body of the Company, except for those matters reserved for or shared with the stockholders. The Board selects and oversees the members of senior management, who are charged with conducting the business of the Company.

[Certificate of Incorporation](#)
[Summary Description of Capital Stock](#)
[Bylaws](#)

Corporate Responsibility Governance

The Corporate Responsibility Steering Group, chartered by the Executive Leadership Team, was initiated in 2008. It meets quarterly and is established to enhance the company's performance towards world-class corporate responsibility. The Group has senior cross-functional representation as is chaired by the Global Chief Legal Officer. It sets targets, measures and reports performance.

The Global CR Steering Group includes the following members:

- Chief Legal Officer
- Chief Supply Chain Officer
- Chief People Officer
- Chief Corporate Responsibility Officer
- Chief Public Affairs Officer
- President, Molson Coors International
- Chief Legal & Corporate Affairs Officer, Molson Coors Canada
- Director of Corporate Affairs, Molson Coors UK
- Director Corporate Social Responsibility, MillerCoors

This Group reports to the Executive Leadership Team twice a year and annually to the Board of Directors. The day-to-day management of corporate responsibility is carried out in the relevant functions across the business units and overseen by business unit Corporate Responsibility Councils.

Ethical Culture

Our Code of Conduct

At the heart of our ethical culture is the [Code of Business Conduct, Living Our Values](#).

As we say at Molson Coors, we have a duty to ourselves, the communities we live in, the suppliers we work with, the customers we serve and the beer drinkers we seek to delight to always do the right thing. Our guide to doing the right thing is our Code of Business Conduct, *Living Our Values*. Together with our Values, the Code helps us to ensure our decisions and actions are consistent with the "right way." All employees and the Board of Directors affirm the Code upon joining our company, and every two years after that.

Bringing the Code to Life

The Code is the cornerstone of our ethics and compliance program which includes communication, training, policies, and monitoring and auditing procedures on a variety of topics relevant to our business. These topics include, but are not limited to, accurate books and records, alcohol responsibility, anti-bribery and corruption, conflicts of interest, competition and discrimination and harassment. Communication and training elements focus on providing employees with an understanding of the compliance topic as well as tools to help them apply what they have learned to their area of responsibility.

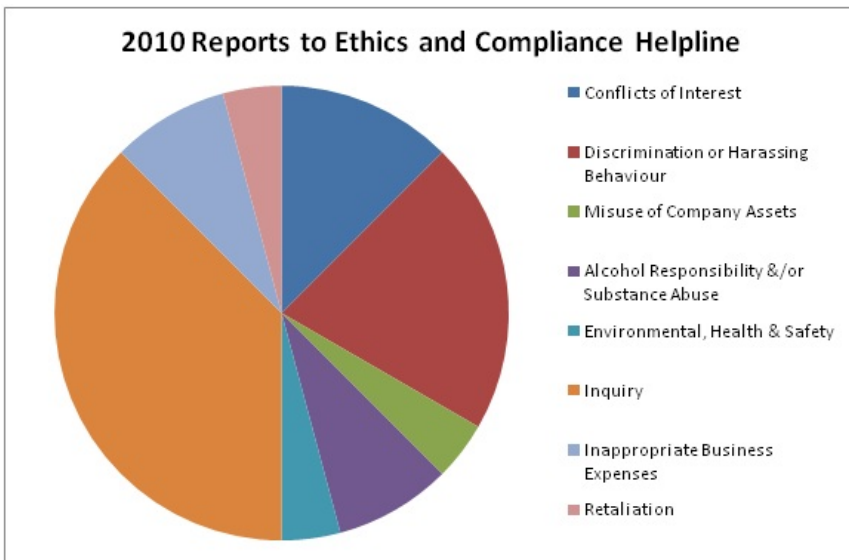
Under the Chief Ethics and Compliance Officer and our Executive Ethics and Compliance Committee, we work with partners in each of our regions to promote a consistent global approach to doing things the "right way" everywhere we do business.

Ethics and Compliance Helpline

Our employees also have access to an [Ethics and Compliance Helpline](#) 24 hours a day. The helpline allows employees, or any stakeholder, to ask a question or raise a concern in their native language in a confidential and/or anonymous way. All questions and issues raised through this channel are responded to through the Ethics and Compliance Office at Molson Coors.

In 2010, we had 24 reports or inquiries through this channel. Of the 2010 reports where investigative action was necessary, 65% were substantiated and resulted in corrective or disciplinary action. 33% of reports in 2010 were anonymous vs. 38% in 2009.

Reports were made in the following categories:



Alcohol Responsibility

We're successful when our products are consumed the right way.

We're deeply concerned about excessive, irresponsible and underage drinking. We want our quality products to be enjoyed responsibly by those old enough to drink. Read our [Global Alcohol Policy](#) and [Our Views](#) to better understand our commitments on these critical issues.

Another aspect of our responsibility commitment is meticulous care for the quality of our products throughout the supply chain. Our quality management extends from the careful selection of barley and hops and other agricultural products we buy, throughout the brewing process, in our packaging, and management of our distribution to ensure that drinkers drink only fresh beer.

All employees are required to take alcohol responsibility training. This includes [our policies](#) and the role our people play in modeling responsible behavior in their families and communities. See an extract from our [training program](#).

Our Views

That's why we have very clear views on responsible drinking issues, which we have outlined below. For all of us at Molson Coors, being brand champions also means being champions for responsible drinking.

Beer Advertising

We advertise to get beer drinkers to know about, taste and enjoy our great brands. We also aim to avoid any [misunderstanding](#) that we target underage drinkers or condone excessive drinking. As stated in our Global Alcohol Policy, we promote our beer to legal-drinking-age adults, and promote moderate and responsible consumption. Our standards apply to all our marketing outlets: print, broadcast, Internet, and social media. We also follow legal and self-regulatory requirements in all our markets. Through our support of [Global Actions on Harmful Drinking](#), we promote effective self-regulation in new markets.

Responsible Retailing

Molson Coors beers are purchased by consumers at a variety of retail outlets for consumption on-premises (e.g., restaurants, bars, pubs, sports and concert venues) or to take-away (e.g., supermarkets, convenience stores, alcohol stores). Molson Coors sells our product to these retail customers either directly, or through distributor networks. As a result, we typically do not have control of how our product is served or sold.

At the same time, we believe that responsible retailing plays an important part in reducing underage and irresponsible drinking. Trained retailers can ensure that alcohol products are sold only to consumers of legal drinking age, and not sold to intoxicated consumers. Trained staff can be the first line of defense against disruption caused by intoxicated consumers. Responsible serving practices including water and food availability, safe glassware and safe-ride home services also help reduce problems.

We partner with our customers to encourage seller and server responsibility across the world. We also provide programs, support training and distribute materials (as allowed by local law and regulation) to make the enjoyment of our brands a positive experience.

Drinking and Driving

Alcohol-impaired driving is a [serious problem](#) in much of the world. If you plan to drink, we encourage you to plan an alternative to driving yourself. You should never drive while drunk. And if you're with somebody who intends to drive but has had too much alcohol, be

a good friend and help them to find an alternative, safe way home.

Effective measures against alcohol-impaired driving include both criminal laws and administrative processes to take away licenses from drunk drivers. Molson Coors supports effective drunk-driving enforcement in our established markets. Through our support of [Global Actions on Harmful Drinking](#), we work to extend these proven practices to new markets.

Underage Drinking

We don't want underage consumers of our products under any circumstance. Drinking by young people may have particular [health and social risks](#). We support the passage and enforcement of laws making underage sales and purchases illegal. At the same time, we recognize the critical importance of parents, other influential adults and older siblings and friends in ensuring that only those of legal drinking age purchase and drink our products. To learn more about the causes and prevention of underage drinking, [click here](#).

Programs Targeting Abuse

Even in places with reasonable government regulation and taxation, there are still alcohol abuse problems. Some have suggested that further increasing taxes and controls is the answer, but this approach may result in unintended and negative consequences, such as illicit production or smuggling.

That's why alcohol policy experts have identified a range of [targeted interventions](#) that (combined with reasonable controls) are feasible and effective in reducing harmful drinking. We work in partnership with governments, public health organizations and other parts of the industry in our markets to identify key concerns and then choose appropriate measures to target the problems.

Binge Drinking

Drinking large amounts of alcohol over a short period of time is dangerous. The obvious outcome is being [drunk](#), but binge drinking can also lead to serious health and social problems. While there is no agreed definition of a "binge," this pattern of [extreme drinking](#) exists among some consumers around the world.

As a brewer, Molson Coors works to reduce excessive drinking in several ways. We begin with our own workforce, with a clear policy and expectation about responsible drinking and entertaining. We extend this principle to our advertising and marketing policy, promoting only responsible drinking to our consumers. Finally, we support [effective programs](#) that help people to make good decisions about their drinking.

We urge anybody who is drinking too much to please cut back. And those who find that difficult should seek medical advice or contact a community alcohol-abuse support group.

Responsible Entertaining and Serving

While licensed shops and pubs have legal requirements around responsible serving, all of us can follow good practice. Molson Coors brands fit into a wide variety of occasions, but the focus of the occasion should not be drinking. Make sure you have non-alcoholic drinks available, serve food along side with drinks and model responsible drinking yourself. Plan how everybody will get home safely. And above all, have a great time!

To learn more about responsible serving, check out this [server's guide](#). We support a number of organizations that provide educational programs on responsible drinking (link to AR case studies). We believe that drinking beer responsibly can be part of a healthy and active lifestyle.

Drinking and Health

Having a pleasurable time is healthy, and our brews are enjoyed by adults in many different settings. Of course, there are situations where the alcohol in our beers can be damaging, particularly in the case of excessive drinking. And some people should not drink at all.

The [effects of alcohol on the body](#) are well known – moderate amounts are generally pleasurable, excessive amounts are unpleasant and even toxic. Drunk people can create problems for themselves, their families and their communities. Over time, large amounts of alcohol can negatively affect many different parts of the body and cause serious health problems. That's why governments around the world have established [drinking guidelines](#).

But drinking guidelines cannot tell you what's right for you. Because of certain health conditions or medications, your doctor may advise you to drink very little or to abstain completely. Your religion or personal beliefs may exclude drinking any alcohol beverage. And whenever you are planning an activity that requires clear thinking and your top coordination, alcohol can get in the way.

To learn more about drinking and health, [click here](#).

We encourage you to make good decisions about your drinking, and if you choose to drink, enjoy our Molson Coors brands. We toast to your health and your happiness!

Drinking and Pregnancy

If you are pregnant or intending to become pregnant, please don't drink. We encourage you to discuss what you eat and drink and how you can take care of your health with your medical professional. To learn more about drinking and pregnancy, [click here](#).

Drinking and Risky Activities

While drinking is a part of many celebrations and social activities, special care should be taken when those occasions requiring a high degree of mental and physical ability. Drinking before activities that involve risks, such as sports, swimming, boating and other

activities, can impair both judgment and coordination, jeopardizing the safety of yourself and others. If you choose to drink around these risky occasions, please wait to celebrate responsibly afterwards.

Licensing and Taxation

Molson Coors supports licensing of alcohol production and sales, as well as reasonable taxes on beer and other alcohol beverages. We also support laws establishing the drinking age and legal limits for drunk driving. We believe that there are unintended and negative consequences from [excessive regulation](#) and [taxes](#).

We also believe that while all categories of alcohol beverages have inherent risks, drinks with higher concentration of alcohol carry additional risks that may justify higher rates of taxation. We support socially responsible pricing models in markets where there is promotion of excessively cheap alcohol products.

Labeling and Consumer Information

Our goal is to provide the alcohol content, nutritional and allergen information about each of our products, either through our websites or labels. Where required or requested by governments, we include prescribed language on health risks on our labels. We believe that more detailed information is best made available by public health agencies, special programs aimed at particular groups, such as pregnant women, and by medical professionals familiar with each drinker.

Responsible Sales and Marketing

Molson Coors is committed to alcohol responsibility in all of our business practices. We package and label our beer in accordance with applicable laws and regulations. We advertise and sell our products honestly and in accordance with all applicable laws and regulations.



We follow the letter and spirit of industry self-regulatory codes that are consistent with our commitment to responsibility. This means, among other things, that we target our sales and marketing activities to individuals who are at least the legal drinking age or age 18, whichever is higher. We are also an advocate for [global standards and self-regulation](#).

To learn more, see our [Global Alcohol Policy](#).

Beer Advertising

We advertise to get beer drinkers to know about, taste and enjoy our great brands. We also aim to avoid any [misunderstanding](#) that we target underage drinkers or condone excessive drinking. As stated in our [Global Alcohol Policy](#), we promote our beer to legal-drinking-age adults, and promote moderate and responsible consumption. Our standards apply to all our marketing outlets: print, broadcast, Internet, and social media. We also follow legal and self-regulatory requirements in all our markets. Through our support of [Global Actions on Harmful Drinking](#), we promote effective self-regulation in new markets.

If you are a consumer with a concern regarding our advertising and marketing, please talk to us. For the UK, Canada and other markets, [contact us here](#).

In the US, please contact MillerCoors at 1-800-645-5376.

Labeling and Consumer Information

Our goal is to provide the alcohol content, nutritional and allergen information about each of our products, either through our websites or labels. Where required or requested by governments, we include prescribed language on health risks on our labels. We believe that more detailed information is best made available by public health agencies, special programs aimed at particular groups, such as pregnant women, and by medical professionals familiar with each drinker.

Product Quality

We're as Exacting about Quality as You Are

We brew with high quality water and fine raw materials, using proven methods under the oversight of skilled brew masters. We conduct exhaustive checks on every brew for product quality and consistency. Highly trained employees perform analysis at each brewing stage. In fact, our expert tasters sample and approve each and every tank of beer before it is packaged and sold. This constant attention to detail ensures that we maintain a high standard of quality at every step in the brewing process.

We continue to monitor our bottled, canned and draught beer to assure the quality and safety of our products and packages after they leave our breweries. We check products for freshness, examine packaging and monitor stock rotation to ensure that the products purchased by consumers meet our exacting standards of quality and product integrity.

Molson Coors tracks and reports a monthly Quality Index (QI) for each brewery, region and enterprise-wide. The QI represents over 58 metrics covering Brewing, Packaging, Product Compliance, Quality Assurance, Food Safety, and Flavor Quality. We have an annual target of 10% gap improvement year over year. For example, if a brewery finished last year with a Quality Index of 92, this year's target would be $(100-92) \times 10\% + 92 = 92.8$.

So the next time you select one of our products, please enjoy all of the pride that went into making it the freshest-tasting beer available, and please drink responsibly.

Licensing and Taxation

Molson Coors supports licensing of alcohol production and sales, as well as reasonable taxes on beer and other alcohol beverages. We also support laws establishing the drinking age and legal limits for drunk driving. We believe that there are unintended and negative consequences from [excessive regulation](#) and [taxes](#).

We also believe that while all categories of alcohol beverages have inherent risks, drinks with higher concentration of alcohol carry additional risks that may justify higher rates of taxation. We support socially responsible pricing models in markets where there is promotion of excessively cheap alcohol products.

Responsible Consumption



The vast majority of beer drinkers are of legal age and drink responsibly most of the time. However, the issues of illegal underage drinking, excessive drinking, drinking before driving, drinking and pregnancy and other inappropriate drinking remain serious issues around the world. We believe that we should do our part to promote only responsible drinking, and join with others to discourage harmful drinking.

Programs Targeting Abuse

We work with global partners to minimize alcohol abuse.

Even in places with reasonable government regulation and taxation, there are still alcohol abuse problems. Some have suggested that further increasing taxes and controls is the answer, but this approach may result in unintended and negative consequences, such as illicit production or smuggling.

That's why alcohol policy experts have identified a range of [targeted interventions](#) that (combined with reasonable controls) are feasible and effective in reducing harmful drinking. We work in partnership with governments, public health organizations and other parts of the industry in our markets to identify key concerns and then choose appropriate measures to target the problems.

Entertaining and Serving

While licensed shops and pubs have legal requirements around responsible serving, all of us can follow good practice. Molson Coors brands fit into a wide variety of occasions, but the focus of the occasion should not be drinking. Make sure you have non-alcoholic drinks available, serve food along side with drinks and model responsible drinking yourself. Plan how everybody will get home safely. And above all, have a great time!

To learn more about responsible serving, check out this [server's guide](#).

We support a number of organizations that provide educational programs on [responsible drinking](#). We believe that drinking beer responsibly can be part of a healthy and active lifestyle.

Binge Drinking

Drinking large amounts of alcohol over a short period of time is dangerous. The obvious outcome is being [drunk](#), but binge drinking can also lead to serious health and social problems. While there is no agreed definition of a "binge", this pattern of [extreme drinking](#) exists among some consumers around the world.

As a brewer, Molson Coors works to reduce excessive drinking in several ways. We begin with our own workforce, with a clear [policy](#) and expectation about responsible drinking and entertaining. We extend this principle to our advertising and marketing policy, promoting only responsible drinking to our consumers. Finally, we support [effective programs](#) that help people to make good decisions about their drinking.

We urge anybody who is drinking too much to please cut back. And those who find that difficult should seek medical advice or contact a community alcohol-abuse support group.

Drinking and Driving

Alcohol-impaired driving is a [serious problem](#) in much of the world. If you plan to drink, we encourage you to plan an alternative to driving yourself. You should never drive while drunk. And if you're with somebody who intends to drive but has had too much alcohol, be a good friend and help them to find an alternative, safe way home.

Effective measures against alcohol-impaired driving include both criminal laws and administrative processes to take away licenses from drunk drivers. Molson Coors supports effective drunk-driving enforcement in our established markets. Through our support of [Global Actions on Harmful Drinking](#), we work to extend these proven practices to new markets.

In Canada, we helped found, and continue to actively support, 1-888-TAXIGUY. It is a nationwide network of 425 taxicab companies linked together through one, easy to remember, toll-free phone number. With 17,500 taxicabs in over 700 cities and towns across Canada, TAXIGUY gets a lot of people home safely.

In the UK we support Drinkaware in producing educational materials and [on-line support](#), serving to reduce drink driving, particularly among younger LDA drinkers.

Underage Drinking

We'll wait for your business.

We don't want underage consumers of our products under any circumstance. Drinking by young people may have particular [health and social risks](#). We support the passage and enforcement of laws making underage sales and purchases illegal. At the same time, we recognize the critical importance of parents, other influential adults and older siblings and friends in ensuring that only those of legal drinking age purchase and drink our products. To learn more about the causes and prevention of underage drinking, click [here](#).

Research shows parents are the leading influencers in teens' drinking decisions. That's why MillerCoors partners with [Search Institute](#) to bring [ParentFurther.com](#) to parents. The site supports parents in teaching their children through everyday issues and conversations. That way, when the big issues arise, like underage drinking, kids can make smart, well-informed decisions.

Drinking and Risky Activities

We want you to enjoy our products. With some exceptions.

While drinking is a part of many celebrations and social activities, special care should be taken when those occasions requiring a high degree of mental and physical ability. Drinking before activities that involve risks, such as sports, swimming, boating and other activities, can impair both judgment and coordination, jeopardizing both your and others' safety. If you choose to drink around these risky occasions, please wait to celebrate responsibly afterwards.

Drinking and Health

Too much of a good thing isn't a good thing.

Our brews are enjoyed by adults in many different settings. Having a pleasurable time is healthy. Of course, there are situations where the alcohol in our beers can be damaging, particularly in the case of excessive drinking. And some people should not drink at all.

The [effects of alcohol on the body](#) are well known – moderate amounts are generally pleasurable, excessive amounts are unpleasant and even toxic. Drunk people can create problems for themselves, their families and their communities. Over time, large amounts of alcohol can negatively affect many different parts of the body and cause serious health problems. That's why governments around the world have established [drinking guidelines](#).

But drinking guidelines cannot tell you what's right for you. Because of certain health conditions or medications, your doctor may advise you to drink very little or to abstain completely. Your religion or personal beliefs may exclude drinking any alcohol beverage. And whenever you are planning an activity that requires clear thinking and your top coordination, alcohol can get in the way.

To learn more about drinking and health, click [here](#).

We encourage you to make good decisions about your drinking, and if you choose to drink, enjoy our Molson Coors brands. We toast to your health and your happiness!

Drinking and Pregnancy

If you are pregnant or intending to become pregnant, please don't drink. We encourage you to discuss what you eat and drink and how you can take care of your health with your medical professional. To learn more about drinking and pregnancy, [click here](#).

Responsible Retailing

Molson Coors beers are purchased by consumers at a variety of retail outlets for consumption on-premises (e.g., restaurants, bars, pubs, sports and concert venues) or to take-away (e.g., supermarkets, convenience stores, alcohol stores). Molson Coors sells our product to these retail customers either directly, or through distributor networks. As a result, we typically do not have control of how our product is served or sold.



At the same time, we believe that responsible retailing plays an important part in reducing underage and irresponsible drinking. Trained retailers can ensure that alcohol products are sold only to consumers of legal drinking age, and not sold to intoxicated consumers. Trained staff can be the first line of defense against disruption caused by intoxicated consumers. Responsible serving practices including water and food availability, safe glassware and safe-ride home services also help reduce problems.

We partner with our customers to encourage seller and server responsibility across the world. We also provide programs, support training and distribute materials (as allowed by local law and regulation) to make the enjoyment of our brands a positive experience.

Global Resources and Partnerships

We play an active role in global alcohol policy. Molson Coors is a founding member of the [International Center for Alcohol Policies](#), or ICAP; a not-for-profit organization supported by alcohol beverage companies. ICAP is dedicated to helping reduce the abuse of alcohol worldwide through dialogue and partnerships with the public health community, government, and others interested in alcohol policy.

ICAP participates in the UN Global Compact, European Commission's Alcohol and Health Forum, and the Global Road Safety Partnership. It has also created [Global Actions on Harmful Drinking](#) to reduce the harmful use of alcohol.

Molson Coors helped found the Global Alcohol Producers Group, or GAP-G, established to engage with the World Health Organization and its member governments regarding a global alcohol strategy. Along with the other fifteen GAP-G members, we have promoted effective and feasible policies to reduce harmful drinking. We are also a part of the Global Brewers Forum, where brewers discuss effective alcohol policies and share best practices in self-regulation around the world.

Molson Coors recognizes the importance of having respect for alcohol and for our people to be beer champions. In the UK, we supports [Drinkaware](#), an independent UK-wide charity, supported by voluntary donations from across the industry to equip consumers with the knowledge they need to make decisions about how much they drink. This year, Molson Coors (UK) CEO Mark Hunter was appointed trustee to complement the existing Board of Trustees in mapping out the organization's strategic direction and to continue to drive the charity forward in its mission to reduce alcohol misuse. Learn more about the collaborative work between [Drinkaware and Molson Coors UK](#).

Case Studies

Ours is a global company with local roots. We have a shared commitment to brewing extraordinary beers and running a business focused on respect for our employees, our communities, and our drinkers. That means corporate responsibility and accountability right from the start. Read our case studies to learn more about how we are putting our commitments into practice.

Drinkaware and Molson Coors UK

Molson Coors (UK) recognises the importance of having respect for alcohol and for our people to be beer champions. Therefore we understand that tackling binge drinking in this country requires a fundamental change in the culture which surrounds alcohol. We all have a part to play – individuals, parents, Government, the health community, charities and the drinks industry. That's why we continue to support [The Drinkaware Trust's](#) annual social marketing campaign [Why Let The Good Times Go Bad](#).



In 2010 Molson Coors support resulted in over 6 million packs with Drinkaware's 'WLGTGB' the logo on, as well as 250,000 electronic newsletters issued each month for three months, plus 6000 internal employee magazines contained the Drinkaware messaging.

In 2011 we also extended our support of this activity by demonstrating how we can align our responsible drinking activity with our sports sponsorship of football's Carling Cup Final. The coverage after that one football match resulted in Drinkaware seeing a 75% increase in unique visitors (more than 9,300) to their website compared to the previous Sunday; a 66% increase in direct traffic which is primarily attributable to the visibility from the exposure at the match; and a 470% increase of referral traffic from the Carling site as compared to the previous Sunday.

Molson Coors Angels



Launched in December of 2005, the Molson Coors Canada Angels campaign is designed to increase consumer and retailer awareness about responsible choices, through visiting various Molson Coors retailer events during the course of the year. The Angels are teams of entertainers dressed as guardian angels who mingle with the evening crowds in bars throughout Quebec, raising awareness of responsible drinking and encouraging consumers to choose a safe way home. This means being a designated driver, taking a taxi or public transportation, or riding with a designated driver.

As they interact with the bar patrons, the Angels give away promotional gifts like key chains and light pens to designated drivers who sign a pledge to abstain from drinking for the evening, providing them with bracelets which are good for an unlimited supply of water at no charge. For all consumers, the Angels offer scratch cards



which list choices of safe means of getting home and award prizes, but perhaps the Angels' greatest gift is the thousands of taxi vouchers they've handed out to individuals needing a ride home. More than 5,000 taxi vouchers are distributed per year to consumers through the campaign.

Student Life Education

For the past 20 years, Molson Coors Canada has proudly supported The Student Life Education Company in promoting awareness and responsible decision-making around alcohol to post secondary students on over 100 campuses, reaching nearly a million college students. Molson Coors Canada has been the main sponsor of BACCHUS (Post Secondary Education) Canada Orientation Week Program since 2006.

The partnership supports the production of education kits for college students for two key periods – during September for first year students around responsible drinking; and in January, Frost Week outreach educates about the dangers of binge drinking.

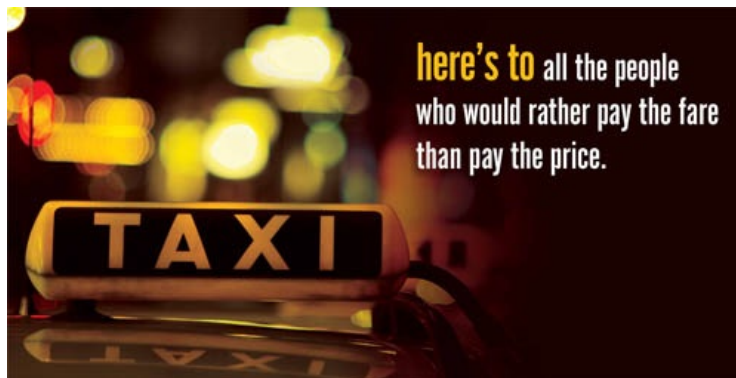
The mission of The Student Life Education Company is to be the leader in the promotion of healthy decisions on the use or non-use of alcohol and other health issues. They do this by increasing awareness, challenging unhealthy attitudes and providing students and student advisors with resources, training and educational materials.

TaxiGuy

TaxiGuy is a unique partnership to stop drinking and driving in Canada. Since its inception in 1998, the program has helped over 3 million Canadians get home safely. TaxiGuy has been recognized as a key social marketing tool in the overall fight against drunk driving by countless stakeholder organizations over the past 10 years.



1-888-TAXIGUY is a nationwide network of 425 taxicab companies linked together through one, easy to remember, toll-free phone number. With 17,500 taxicabs operating under a single phone number, it is available in over 700 cities across Canada. Just in time for 2010 Canada Day we launched a free taxi app for Android, Blackberry and iPhone that connects drinkers to a taxi company anywhere in the country with a single touch. It is also available at www.taxiguydialer.com.



Our partnership with Molson Coors has delivered industry leading innovation around social responsibility and corporate citizenship. Through collaboration and cultivation over the past decade, Molson Coors provided the support that fostered the development of industry leading safe transportation tools and programs that has resulted in over 3 million safe rides home. TAXIGUY, Inc. had the vision and Molson Coors made it possible. A truly successful partnership.

Justin Raymond
Founder, TAXIGUY, Inc.

Environmental Stewardship

Local Impact

We believe that good business practices embrace environmental stewardship. For that reason, we work to manufacture and package our products with care for the environment.

Water is an area of focus for us because access to water is critical to the craft of brewing. With more than 350 years of combined brewing heritage in the US, Canada, and the U.K. we have experience developing and implementing solutions for water use and conservation in our breweries and local watersheds. In 2009, we established a global water strategy to drive our commitment in water stewardship deeper into the business. This year, we will be reviewing our water use as part of broader watershed assessments at each of our breweries.

Molson Coors is a lead sponsor for Carbon Disclosure Project's Water Disclosure. It will provide critical water-related data from the world's largest companies to inform the global market place on investment risk and commercial opportunity. This data will provide insight into corporate water strategies and will be used to help drive investment towards sustainable water use.

Global Systems

Adopted in 2005, our [Quality, Environmental, Health & Safety Policy](#) implemented an Environmental, Health and Safety Management System (EMS) across our global operations. This system is designed to:

- Assure the quality and safety of all brands manufactured by Molson Coors.
- Reduce environmental impact and prevent pollution.
- Prevent employee injury and illness.
- Comply with all applicable legislation and other requirements to which we subscribe.

Our management system in the UK is ISO 14001 certified.

Environmental Performance

For the third year we have had our environmental data verified by a third party. This year's assurance was performed against ISAE 3000, the internationally recognized standard. As part of the assurance the EMS in each region was reviewed. See Our Assurance section for more details and for the [2011 Assurance Statement](#).

We are showing a positive trend in our environmental impact in 2010. Highlights include:

- 5% decrease in total [water use](#)
- 3% decrease in [energy use](#)
- 14% improvement in [emission efficiency](#) since the 2008 baseline
- Improvement in [waste](#) reporting, reported by waste stream
- 2010 reporting of Other Emissions (see below)

Other Emissions*

AIR QUALITY (tonnes)	
Acid rain precursors	
NOx to air	652
SO2 to air	1,655
NH3 to air	11
HCl to air	56
VOCs	
Sum of VOCs to air	968
Non-VOC smog precursors	
Particulates to air	117
Carbon Monoxide To Air	99

* Reported for the UK and US (42% of MillerCoors)

Environmental Compliance

The company maintains a global compliance team that includes technical compliance managers and Environment, Health, and Safety (EHS) managers from each regional business. This Global Technical Compliance Team is responsible for insuring that company standards are defined, monitored and achieved. The Global Technical Compliance Team conducts regular audits to monitor and ensure compliance. Updates of any critical issues are reported to the senior EHS committees and as appropriate, audit reports and the accompanying Corrective Action Reports are shared with the Global Chief Supply Chain Officer and recorded in our document management system.

It is a requirement under UK Law (Pollution Prevention and Control Regulations 1999) that permitted sites must notify the UK Environment Agency (Government Regulator) of abnormal emissions. The requirement in Canada is less stringent and reporting requirements are typically mandated by permit violations and hazardous substance release regulations. In 2010 Molson Coors UK reported 15 incidents to the regulator against a target of 18 for the year. In 2009 21 incidents were reported against a target of 24.

For each of these notifications there is a rigorous corrective action plan. The regional Board is also notified of any incidents on a weekly basis by the EHS team.

Molson Coors Canada had no fines or prosecutions in 2009 or for 2010. Molson Coors Canada does have some challenges to meet municipal wastewater requirements in a couple of brewery locations. A task force has been set up to identify possible solutions which include possible reduction at source initiatives, waste water diversion initiatives and onsite treatment.

Water

The heritage of Molson Coors began with water: the salts perfect for brewing in the water beneath Burton on Trent in the UK, the abundant waters of the St Lawrence River in Montreal Canada and the crisp Rocky Mountain waters from Golden Colorado. It's only natural that today, Molson Coors is committed to reduce our water use and preserve and protect the quality of the watersheds where we brew. We also are extending our best practices to growers and suppliers.

To formalize our commitments, Molson Coors CEO Peter Swinburn signed the CEO Water Mandate in 2008, and in 2009, the company adopted a Global Water Strategy based on the Mandate. We are the global water user sponsor for the Carbon Disclosure Project's Water Disclosure Project (WDP), which provides critical water-related data that lends transparency and accountability to corporate water strategies. We have reported to [WDP](#) for the second year.

Our strategy is governed by our global water management team, who are responsible for the company's water resource supply, management and sustainability. In addition, each of our breweries has a dedicated water and environmental sustainability manager. Water reduction targets are included in the Global Chief Supply Chain Officer's performance plan and included in the incentive mechanisms of his direct reports and the functional leadership of the broader Environment, Health & Safety team, including brewery managers.

Molson Coors has set the global target to reduce water use by 15%, per unit of production, by the end of 2012 (baseline year 2008), 4.4hl of water to 1hl of beer. In 2010, our ratio was 4.7:1 hl/hl. Water and our overall environmental performance data is verified by an [independent third party](#) prior to publication.

In 2010 we completed watershed assessments at all of our brewery locations. Based on these assessments, we have been able to identify breweries that are in water-stressed locations or have apparent risk due to water availability. Water risk was determined based on local conditions, including demand, long-term growth and water availability. We have also been able to determine that each brewery has secure water quality and robust systems to ensure that effluent meets and exceeds all local regulations.

The outputs of these assessments are being used to develop a watershed management program that we will implement company-wide based on the successful program in Golden, Colorado (see the [Clear Creek Watershed Foundation](#)). We are prioritizing watersheds in water stressed areas but plan to extend the process to all brewery watersheds and then to our suppliers. The program will engage fellow stakeholders in our brewery watersheds to protect, preserve, enhance water quality and address local watershed challenges. In June 2011, Molson Coors (UK) held the first meeting of the Tadcaster River Wharfe Community Users Group in partnership with the UK Environment Agency, see our case study for more details; [Watershed Management: Engaging Communities to Protect our Water](#).

Earlier this year we held our first [Global Water Summit](#) where corporate responsibility teams (communications, water resources, brewery operations and supply chain) from across the business joined together in Golden, Colorado, to learn, share best practices and develop plans and ambitious targets for our Global Water Strategy.

We engage our people in watershed stewardship throughout the year and especially during September Water Stewardship Month. Employees are encouraged to assess and reduce their water use at home and work, considering "every drop we use, every ripple we leave." The company also sponsors employee volunteer activities to protect and preserve local watersheds. Over 1,000 employees participated in a wide range of volunteer activities throughout September 2010. In addition, Molson Coors employees pledged to save a minimum of 700,000 gallons of water each month going forward through commitments to reduce usage at home.

Working with our Global Procurement team we are developing an approach to capture the water impacts, risks and opportunities within our supply chain. Assessments and "hot spot" analyses for the supply chain of each business unit will be carried out and "hot spot" mitigation plans developed. Both Molson Coors and MillerCoors have started to review the sustainability of barley farming in the UK and Idaho, US, to better determine how water is used and identifying areas of risk. The review will look at water availability, water ownership, bio-diversity and how to further support our farmers.

Each brewery is in a unique water situation based on location, local government and national government structure. Some of the breweries are served from municipal sources while others are on well or direct-flow sources. Molson Coors tracks regulatory risks at each brewery, based on local trends.

Our Performance

Molson Coors tracks water usage at each of our breweries in an effort to identify strategic ways in which we can use less water in production areas, reducing our impact on the environment and ensuring sustainable water sources.

Molson Coors' water use in 2010 was down 5% over last year. In the brewing process, water usage is measured as the total volume

of water used for each volume of beer produced. Molson Coors' water use ratio is about 4.4hl/hl.

Water is also used for cleaning brew kettles, fermenting and aging tanks, and in the packaging lines. It is also needed for rinsing bottles and cans prior to packaging and some is used for cooling machinery. Also included in the equation is water used in buildings to support needs of the workforce. The vast majority of cleaning and rinsing water is treated to meet or exceed regulated standards, and then discharged.

The data below is for Molson Coors Brewing Company (Molson Coors Canada and Molson Coors UK & Ireland) and MillerCoors (due to our 42% equity share we account for 42% of their environmental impact). It is our intention to move to more detailed water reporting including data by water source.

Water Use (hl)

	2008	2009	2010
Abstracted Water	-	126,442,012	121,233,857
Purchased Water	-	126,254,286	118,488,018
Total Water Use	246,344,906	252,442,012	239,721,876

2010 Water Use by Region (hl)

	UK	Canada	US
Groundwater Abstraction	42,174,761	0	79,059,096
Direct Surface Withdrawals	0	0	18,518,539
Purchased Water	10,397,440	48,552,972	59,537,606
Total Water Use	52,572,201	48,552,972	138,596,703

Global Partnerships

Molson Coors is a signatory of the [UN Global Compact](#) and in September 2008 signed the [CEO Water Mandate](#). Progress on global commitments is reported through annual Corporate Responsibility reports and our Communication on Progress.

In April 2010, we announced our sponsorship of [Carbon Disclosure Project's Water Disclosure](#) that will provide critical water-related data from the world's largest companies to inform the global market place on investment risk and commercial opportunity. A survey will be sent to over 300 of the largest companies in water intensive industries. Molson Coors contributed to the development of the survey and will be reporting to CDP.

In July 2009, Molson Coors announced a strategic collaboration with [Circle of Blue](#) in support of our mutual and long-term commitment to protecting global fresh water supplies. Circle of Blue is an international network of leading journalists, scientists and communicators focused on global water issues.

The collaboration's first initiative was to launch an independent survey of public awareness and concern for fresh water issues in 25 countries around the world, with a deeper evaluation of attitudes about fresh water conservation in a smaller subset of seven countries.

The [global survey results](#) were announced at World Water Week in Stockholm, September 18 2009 and are presented in the report "[Human Perspectives on the Global Water Crisis](#)".

Energy

Energy represents a significant cost for us and is the source of most of our carbon emissions. Our business strategy calls for cost-effective operational improvements to use energy more efficiently, which also reduces our emissions of greenhouse gases (GHG) and improves our environmental performance. [See our Energy Policy](#).

We have a global energy target to improve our energy efficiency 15% (MJ/hl) by the end of 2012 (baseline 2008). We have also set a GHG emissions intensity target of 7% reduction by the end of 2012 (baseline 2008). Detailed reporting of our GHG emissions is available on the [Carbon Disclosure Project website](#).

Our Performance

A corporate wide Energy Council reporting directly to the Global Chief Supply Chain Officer develops, plant by plant, country and global energy targets and specific projects for their achievement. The management plan and targets are embedded in the company's

annual operating plan and long range plan. Our program focuses on continuous improvement of both technical and management factors. The technical approach uses focused brewery energy assessments and industry benchmarking to identify opportunities for energy efficiency and reduction. We then prioritize the energy opportunities with the goals of the business.

Molson Coors' emission efficiency has improved by 14% since the 2008 baseline. Our target is 7% by the end of 2012 (Scope 1 & 2), meaning that we have reduced emissions by twice the initial goal, in the first half of our set time. In 2010 we saw a 3% decrease in energy use over the previous year.

This year's greenhouse gas emissions have been calculated using the latest available internationally accepted conversion factors, except electricity factors in the US which is based on the 2007 GRID2007 Version 1.1, January 2009. The data has been reviewed with reference to the WRI/WBCSD Greenhouse Gas (GHG) Corporate Accounting and Reporting Standards.

Molson Coors evaluated and disclosed climate change risk to investors in our 2011 10K.

The data below is for Molson Coors Brewing Company (Molson Coors Canada and Molson Coors UK & Ireland) and MillerCoors (due to our 42% equity share we account for 42% of their environmental impact).

Energy Use (MJ)

	2008	2009	2010
Total Energy Use	10,670,577,758	9,707,076,328	9,410,795,783

GHG Emissions (tonnes CO2e)

	2008	2009*	2010**
Scope 1	680,831	407,654	413,790
Scope 2	437,805	544,105	534,338
Scope 3***	-	-	36,807
Total Scope 1 & 2	1,118,636	951,759	948,128
Nitrous Oxide to Air****	-	-	24
Methane to Air****	-	-	110

*In 2009 we enhanced the boundaries of our GHG emission inventory. In the UK and Canada fleet vehicles, offices and warehouses were included that were previously excluded.

** In 2010 we revised how we report purchased CO2. For the UK this meant moving purchased CO2 to Scope 3, for the US 50% of purchased CO2 is reported as fugitive emissions (Scope 1) and the other 50% as Scope 3.

***In Scope 3 we report UK business travel, transportation and distribution, waste generated in operations, barley deliveries, purchased CO2, emissions from the National Distribution Center and emissions from purchased goods and services.

****Reported for the US and UK only

Waste Reduction

One of the ways we work to reduce our environmental impact is by minimizing the amount of waste we generate, and recycling and reusing materials wherever possible. In the words of Bill Coors, grandson of the brewery's founder, "Waste is a resource out of place."

Our reported total solid waste is comprised of solid waste sent to landfill, solid waste incinerated and solid waste recycled. Spent grain is not included in consolidated group reporting as a waste stream, but rather treated as a by-product. Our main ingredients are water, malted barley, hops, and yeast. Our strategy is to operate a closed-loop system, as far as possible, for example malted barley is sold off as cattle feed and yeast is sold to the manufacturers of other food products, such as Marmite in the UK. Molson Coors was also one of the first major brewers to convert its brewing by-products into [fuel-grade ethanol](#).

Working Toward Zero Waste

Our UK business has committed to divert all production waste away from landfill for each of its four UK breweries by the end of 2012. The UK & Ireland business has decreased waste to landfill by a massive 27% since 2008 and the business is intent on reusing and recycling wherever possible. In fact, waste improvements have saved 1,348 tonnes of waste to landfill in the last year; equivalent to the waste from 428 homes in one year.

We are exploring ways to reduce unnecessary supply chain waste by collaborating and sharing best practices with industry bodies such as the [UK IGD Efficient Consumer Response Food and Packaging Waste working group](#), and by signing up to [WRAP's Courtauld Commitment](#) to support the industry in reducing overall supply chain waste.

In several of our breweries, carbon dioxide released during fermentation is collected and reused in the carbonation process. In others, brewing byproducts are harnessed to create methane gas, which is sent back into the brewery to fuel the boilers. And, across our business, spent grains (barley, wheat and oats) are sold to local farmers for livestock feed or fertilizer.

Our Performance

Our waste data is comprised of solid waste sent to landfill, solid waste incinerated and solid waste recycled. Spent grain is currently not included in consolidated group reporting as a waste stream, but rather treated as a co-product.

We are striving to align our waste data across our regions so to improve transparency we are reporting our waste data by stream from 2010 onwards.

The data below is for Molson Coors Brewing Company (Molson Coors Canada and Molson Coors UK & Ireland) and MillerCoors (due to our 42% equity share we account for 42% of their environmental impact).

	2008	2009	2010
Total Waste* (tonnes)	246,344,906	252,442,012	239,721,876

* Spent grain for Canada is included in the solid waste data for 2008 and 2009. It has been removed for 2010 and will be reported separately going forward.

2010 Resource Efficiency (tonnes)

	UK	Canada	US	Global
Re-used spent grain, yeast & farm-on	137,710	120,994	387,901	646,605
Waste to landfill	642	5,836	2,672	9,150
Waste incinerated	449	0	70	519
Waste recycled (not including spent grain/yeast)	4,276	34,777	24,977	64,030

Packaging

The majority of our primary packaging materials are recyclable, refillable, and/or light weighted, which reduces materials used to package and ship our products and also results in cost savings associated with transportation. Our bottles and cans all include recycled materials. Some are up to 75% recycled content.

In Canada, an average of 98% of our bottles and 83% of cans are returned to points of sale by consumers, who are also invited to return the cardboard packaging

Returned materials are either reused or recycled. Each year this saves landfills from millions of pounds of glass, aluminum, and corrugated cardboard.

When designing new products and packages, environmental considerations are part of the process. Employees at all levels are encouraged to share ideas for improving processes and reducing our impact on the environment.

In 2006 we redesigned the Grolsch bottle to be narrower, more tapered and with a smaller label. All Molson Coors brands are now packaged in this redesigned bottle, which has reduced the package weight by 13 percent.

In the UK, we were the 1st brewer to sign up to WRAP's [Courtauld Commitment](#) and agreed to support their industry wide targets to design out packaging waste growth by 2008 (zero growth achieved in 2008); and to deliver absolute reductions in packaging waste by 2010 ([this target is still ongoing](#)). We also were a founding member to Courtauld Commitment 2 agreeing to support WRAP in their industry targets to reduce the carbon impact of this grocery packaging by 10%; to reduce UK household food and drink waste by 4%; and to reduce traditional grocery product and packaging waste in the grocery supply chain by 5% - including both solid and liquid wastes.

We have also been working with the OPRL ([On Pack Recycling Label](#)), by adding clear communication on where each element of our packaging can be recycled we can help consumers increase the amount that goes into the correct recycling bins.

Global Partnerships

Carbon Disclosure Project

Since 2005, Molson Coors has reported to the [Carbon Disclosure Project](#), an independent not-for-profit organization aiming to create a lasting relationship between shareholders and corporations regarding the implications for shareholder value and commercial

operations presented by climate change. Its goal is to facilitate a dialogue, supported by quality information, from which a rational response to climate change will emerge. Our reports are publically available on their website.

UN Global Compact

Molson Coors is a signatory of the [UN Global Compact](#). Launched in July 2000, the UN Global Compact is both a policy platform and a practical framework for companies that are committed to sustainability and responsible business practices. As a leadership initiative endorsed by chief executives, it seeks to align business operations and strategies everywhere with ten universally accepted principles in the areas of human rights, labor, environment and anti-corruption. See our [Communication on Progress](#).

CEO Water Mandate

Molson Coors has endorsed the [CEO Water Mandate](#). The endorsement supports Molson Coors' commitment to water stewardship and sustainability. The CEO Water Mandate was established in 2007 by a group of chief executive officers in association with the UN Global Compact and the Government of Sweden. The CEO Water Mandate is a call to action and a framework for businesses to address water sustainability in their operations and supply chain.

Carbon Trust

Molson Coors (UK) is engaged with [The Carbon Trust](#), a private company funded by the United Kingdom government. Its role is to help the UK move to a low-carbon economy by helping business and the public sector reduce carbon emissions now and capture the commercial opportunities of low carbon technologies.

Beverage Industry Environmental Roundtable

Our company is an active member of the [Beverage Industry Environmental Roundtable \(BIER\)](#). BIER's mission is to bring together leading global beverage companies to define a common framework for stewardship, drive continuous improvement in industry practices and performance, and inform public policy in the areas of Water Conservation and Resource Protection, Energy Efficiency and Climate Change Mitigation.

Water For People

Molson Coors funded a partnership with [Water for People](#) to share best practices in integrative water resource management. Water for People is developing a model for stakeholder involvement in watershed issues in the developing world.

Last year a volunteer from our Water Resources team went with Water For People to Malawi to conduct a water-monitoring project. The purpose of this project was to evaluate wells that had already been constructed and determine the effectiveness of the wells, impacts to the community, availability of water and the socioeconomic improvements to citizens contributable to the well. Water For People is unique in their approach to maintain a monitoring program that continuously evaluates the use and impacts of their projects.

Sustainability Consortium

MillerCoors joined the [Sustainability Consortium](#) to partner with Wal-Mart and other food and agricultural businesses in the goal of creating a sustainability measurement and reporting standard for products that can be used by producers and retailers.

Case Studies

Ours is a global company with local roots. We have a shared commitment to brewing extraordinary beers and running a business focused on respect for our employees, our communities, and our drinkers. That means corporate responsibility and accountability right from the start. Read our case studies to learn more about how we are putting our commitments into practice.

Clear Creek Watershed Foundation (Water)

In the US, we have established community partnerships that encourage employee and community engagement in solving local water issues. We have had a partnership with the [Clear Creek Watershed Foundation \(CCWF\)](#) since 1997, being one of the founding members since the watershed feeds our iconic Golden, Colorado brewery.

The mission of the CCWF is to promote sustainable natural resource management throughout the entire watershed and serve as a model for the arid mountain west. A Molson Coors employee sits on the Board for CCWF and historically the company has been very active in projects and partnering.

Since CCWF has minimal overhead, the vast majority of the funds we provide are spent directly on water quality projects. These include funding orphaned mine mitigation, which helps to ensure the water quality of Clear Creek. Another recent project converted a mining spoils pile into a raft-launching park. Through innovative engineering and design, a pile of waste rock was turned into a park alongside Clear Creek.

When the Clear Creek Watershed improvement efforts began in earnest in the early 1990s, we realized that Coors has always been a good watershed neighbor through its responsible operations, generous financial and in-kind support, and

ongoing concern for the overall health of the watershed. Molson Coors does not do this just to protect their assets, they are truly a basic ingredient for watershed sustainability.

Ed Rapp, P. E., Clear Creek Watershed Foundation President

Fuel-Grade Ethanol From Waste Beer (Waste)

Molson Coors was the nation's first major brewer to convert its brewing by-products into fuel-grade ethanol. The company began recycling spent yeast and waste beer – beer lost during packaging or deemed below quality standards – and converting it to ethanol in 1996, in a facility owned by Merrick & Company and operated by then Coors Brewing Company.



Today the Golden ethanol facility produces approximately two million gallons of ethanol per year. The fuel-grade ethanol is then shipped directly to local refineries to be blended with gasoline. This process takes a former waste stream and turns it into a product that is friendlier to the environment and reduces our reliance on fossil fuels.

Rick Paine, Miller Coors brewing process leader notes that

The beauty of our ethanol, is that there's no additional refining. In essence it goes straight from here to the pump.

Golden Global Water Summit (Water)

The first Molson Coors Global Water Summit took place in April 2011, where corporate responsibility teams (communications, water resources, brewery operations and supply chain) from across the business joined together in Golden, Colorado (site of the original Coors brewery) to learn, share best practices, develop plans and set targets for our Global Water Strategy.

The three day summit covered everything from direct operations in our breweries, watershed risk management, collective action and community engagement with our employees and external stakeholders, reporting on our performance and targets, as well as planning for our annual Water Stewardship Month in September – where we educate and engage employees and consumers around critical water issues.

Pete Coors, vice-chairman of the Board, kicked off the summit by saying, "Without great water, we cannot make great beer."

Molson Coors Brewing Company has 350 years of combined brewing heritage in the US, Canada, and the UK, and although a global brewer, beer is very much a locally brewed product that is tied to the quality of water used to produce it.

The Global Water Summit opened the door for teams across the globe to come together and align on what we need to do together to develop and implement real-world solutions for sustainable water use.



It is clear that Molson Coors has established water stewardship as a business priority across its global operations. Molson

Coors, while recognizing the local context of water issues, is implementing a strategy and corresponding action plan that will drive leadership on water conservation and resource protection within its' own operations, through the extended value chain, and the communities in which they operate.

Tod Christenson, Partner, Global Corporate Consultancy
Beverage Industry Environmental Roundtable BIER

Great Canadian Shoreline Cleanup (Water)

In 2010, Molson Coors Canada was proud to be a national sponsor for the 2010 Great Canadian Shoreline Cleanup (GCSH) in partnership with WWF Canada and the Vancouver Aquarium. The annual GCSC takes place for one week in September where thousands of Canadians take time out of their busy lives to rehabilitate their local shorelines through the removal of shoreline litter. This year, 47,000 Canadians joined the Shoreline Cleanup.

As part of Molson Coors Water Stewardship Month more than 100 employees, along with friends and family members, joined 800 other volunteers in Halifax, St. John's NFLD, Toronto, Ottawa, St. Albert's, Vancouver from Sept. 18-26th. Together, they collected 830 kg of litter from the beaches. In addition to financial support of the GCSC, complimentary Molson Canadian beer was donated for volunteers.

Canada has the best backyard in the world and water plays as big role in our enjoyment of it as is does in creating the clean, crisp and fresh taste of Molson Canadian. Partnering with the 2010 Great Canadian Shoreline Cleanup allowed Molson Canadian and our employees a way to help make our beaches, lakes, and rivers even more awesome than they already are.

Jamie Sprules, Sr. Brand Manager, Molson Canadian

Redesigning the UK Beer Bottle: Less is More (Packaging)



While David Wiggins was optimistic when his team set out to further improve the main bottle used for Molson Coors UK beers, he didn't quite expect the resulting bottle to reduce overall packaging weight by 4,500 tons or a full 13% of annual shipped product weight since its debut in 2006.

Molson Coors partnered with two UK government-affiliated groups, the Waste Research Action Project (WRAP), and the Farraday Partnership, who provided needed access to expert resources as well as research funding.

The resulting bottle had a reduced diameter, smaller label size and significantly less glass content. The new diameter means that bottles fit perfectly onto incoming and outgoing shipping pallets, wasting no space. So, less glass and secondary packaging is being shipped into Molson Coors, less is going out with the product, and less is going into landfills after use. The decreased truck movements also mean reduced CO2 emissions.

Rethinking Waste in the UK

To meet the target to divert all production waste away from landfill at our four breweries, maltings and office sites in the UK by the end of 2012, Molson Coors UK has put an innovative reduction and reuse strategy into place.

Across all the sites there has been a continual focus on diverting waste streams away from landfill to beneficial uses including composting and energy recovery. These efforts have cut waste to landfill by 27%, saving more than £60,000 in landfill tax over two years.



Brewing co-products have a long history of reuse. About 90% of excess yeast produced is used to make Marmite, a popular UK condiment. The final 10% is used as animal feed with spent grains also being passed on to the agricultural sector for use as feedstock.

This strategy has been adapted for the Sharp's brewery in Rock, Cornwall where more waste is given to farmers. A dairy herd local to the Rock brewery eats 30 tonnes of spent grain every week, a pig farm takes five tonnes of the protein rich excess yeast, and Cornish beef cows drink up to 30 litres of waste beer a week - to make the South West's very own Kobe beef.

Molson Coors' Tadcaster brewery also uses an anaerobic digestion system and one is due to be installed at the Sharp's Brewery in Rock, Cornwall in 2011. These plants treat wastewater to a very high standard for disposal and generate a beneficial biogas as a co-product which is a source of renewable energy.

Achieving our goal will have commercial and environmental benefits both now and in the future. Reaching zero production waste to landfill across our breweries not only requires excellent inventory management but innovation and collaboration, too. In addition, many of the by-products of the brewing process are valuable resources for farmers and food producers, as well as being a potential energy source

Supply Chain Director Molson Coors (UK & Ireland), Lee Finney

UK 'Beer Miles' moved to Rail (Energy)

As part of our commitment to be recognized for World Class Corporate Responsibility, Molson Coors (UK) is working with our key partners and customers to cut down on our road 'beer miles'. Since 2008, we've taken almost 500,000 miles (600,000kg of CO₂) off the road.



Part of this success has been through an innovative partnership with Asda, one of our larger UK customers. We transport our products to their stores via their rail distribution partners; Malcolm. Our stock is now collected by Asda vehicles and transferred from our Burton brewery a short distance (about 50 miles) to the Daventry rail terminal. Roughly 20-25 rail containers of Asda stock – including our Molson Coors products – are transported each night. The service currently runs from Daventry to Grangemouth in Scotland, almost 300 miles. In 2009, this took 35,000 of our beer miles (44,000kg of CO₂) off the road.

The initiative is a very successful way of working with a major customer to realize mutual benefits in terms of Corporate Responsibility. It also brings valuable relationship benefits, which can only help us grow alongside such a high-profile customer.

Mick Foulkes, Service Delivery & Development Manager

Water For People (Water)



Since 2009, Molson Coors has had a partnership with Water For People, both through funding and sponsoring an employee to travel to Malawi to take part in a well-monitoring program. The objective of our alliance is to continue to develop and provide safe water and sanitation to developing areas of the globe. Molson Coors is uniquely qualified to assist in the development, as all of our breweries are located in areas that require a thoughtful and forward-thinking approach to watershed management.



Last year a volunteer from our Water Resources team went with Water For People to Malawi to conduct a water-monitoring project. The purpose of this project was to evaluate wells that had already been constructed and determine the effectiveness of the wells, impacts to the community, availability of water and the socioeconomic improvements to citizens contributable to the well. Water For People is unique in their approach that they maintain a monitoring program to continuously evaluate the use and impacts of their projects.

Watershed Management: Engaging Communities to Protect our Water (Water)

Molson Coors is coming together with stakeholders in our watersheds in Tadcaster and Alton, in the UK, to identify and address critical water issues together. In June 2011, Molson Coors held the first meeting of the Tadcaster River Wharfe Community Users Group in partnership with the UK Environment Agency.



The objectives of the group are to protect the quality and supply of water for the Tadcaster community for now and future generations. The group aims to develop partnerships, share best practices, mitigate short and long-term risk and ensure that our river can be enjoyed by all. 32 attendees from 22 different organizations turned up at the first meeting including the Environment Agency, Yorkshire Water, Samuel Smiths Brewery, Leeds United Football Club, farmers, schools, the town and district council, the angling club and canoe club.

The River Wey runs through our Alton brewery site so is of utmost importance to both the brewery and the local community. The Northern Wey's Trust's aim is to protect the river via conservation and restoration, to stimulate interest and appreciation of the river, and to promote public access to the river.

Molson Coors have worked with the Northern Wey Trust for a number of years, and are now stepping up this relationship by providing resources to encourage greater participation from the local community including encouraging employee participation in events, providing advice for design and communications, facilities for meetings, and a opportunity to hear about our brewery activities to protect this important water supply.

I want to show my kids that people like us in business, community and education can come together to protect the future.

River Wharfe Community User Group Presenter

Employees and Community

We care about the people we touch. Whether they're within our walls or our communities.



Our Employees

At Molson Coors, our business aspirations are on the audacious side. We dream big and work hard. That means we need people on board who want to do the same. We know that attracting, developing and retaining the best talent – talent that reflects the diversity of our marketplace – is key to our success.

Both culturally and as a business strategy, we pay attention to the development, engagement and wellness of our employees. We actively listen to and act on their views particularly through our annual People Survey, knowing that highly engaged teams deliver the best business results. We strive to create a workplace where people who are passionate about the beer business can thrive

EMPLOYMENT PROFILE AS OF 31 DEC 2010	Approx No. of Employees	% Under Union Agreement
Molson Coors Corp Center	193	0%
Molson Coors International	662	0%
Molson Coors (UK & Ireland)	2,455	25%
Molson Coors Canada	3,629	58%
TOTAL	6,939	39%
MillerCoors (joint venture with SABMiller)	9,250	35%

Demographic Data 2010	Molson Coors Global
Employee-turnover rate	8.65*
Total - Male	5102
Total - Female	1837
Company's employees that are female (%)	26
Fatalities for employees (including contractors)	0

* Includes regular permanent employees

Engagement

Attracting, developing and retaining the best talent is our single most important challenge. That is why we put tremendous energy into listening to and acting on the views of our employees. We know that employee engagement has a direct link to our business performance. More engaged employees have better safety records, higher performance, and less absenteeism.

We measure employee engagement through our confidential Global People Survey, conducted annually by Towers Perrin Survey Research (ISR). We are confident in the accuracy of our People Survey in part because it is completely confidential. We are careful to ensure that all of our people can be comfortable and open with their responses. This helps us to create a company where passionate brand champions can achieve extraordinary results.

In 2010, our engagement score increased to 87%, up 1% from the year before.

We attribute the sustained high score to the momentum of "[Our Brew](#)", the cultural guidepost that defines who we are and how we'll work toward success. It is distributed to every employee, and like any good map, we refer back to it regularly to ensure we are all aligned with the company's mission and vision.

Also in 2010, we asked employees a number of ethical, social, and environmental questions. The index of these questions was identified as one of the top 5 drivers of employee engagement.

- 89% believed that the company was responsible in the community
- 85% believed that the company was environmentally responsible

Though we are among the high-performing companies as rated by our engagement percentage, we still have work to do to fully engage our employees. For example, the engagement scores were higher for our salaried as compared to hourly employees, so we are developing action plans to address this. We also will focus on increasing our commitment to leadership development, overall employee education and better communication to all employees.

As a company we are challenged to get more women and ethnic diversity into our senior management group and have launched The Violet Initiative to begin to address this critical need. We will provide progress reports in the coming year.

Investing In Our People

Diversity

We know that to win as a responsible business, we must create and support a culture of inclusion among our employees, suppliers, and consumers. We're a stronger company with the benefit of diversity in thought, background, ethnicity and lifestyle.

The Violet Initiative

To increase the volume of qualified female candidates in senior management and in the talent pipeline, our leadership team appointed a task force to examine the company's approach to diversity in the workforce. The Violet Initiative, which focuses on the retention and advancement of women at Molson Coors, was launched in 2009 as part of our diversity effort. Its mandate is to gain a better understanding of the potential barriers and issues that may prevent women from being successful and advancing at Molson Coors and to develop recommendations to remove such challenges.

A team of women leaders from Canada, the UK and the US lead the initiative. In 2010 Molson Coors introduced flexible work arrangements across the organization, with a goal of improving work-life balance for all employees. The team is now involved in diversity education for leaders and employees, and specifically, leadership development for women.

Multicultural Initiative

In 2010, we also launched an initiative to better understand the experiences of our multicultural employees. Similar to the Violet Initiative, our multicultural initiative focuses on the hiring, retention and advancement of people from a variety of cultures at Molson Coors. To identify opportunities for improvement, our employees will be invited to participate in focus groups to share their perspectives. Their candid input will help us in the development of further initiatives in 2011 and beyond.

Development

Career paths and developmental opportunities are a cornerstone of employee engagement. Our Talent Management Review process, which takes place twice a year, reviews the current performance and future potential of all management employees throughout the company. The process ensures that a consistent, global method is used to get the right people with the right skills in the right roles, at the right time. The review is closely aligned with our values and our Performance Management System, using these frameworks to assess talent, potential and performance.

Our annual Global General Management Development Program, where a number of mid-management candidates are nominated for a yearlong rotation, development and evaluation program, helps us to identify and develop current and future general managers.

Benefits

We offer an outstanding total [compensation package](#) because, simply put, we want the best talent out there.

Wellness and Safety

We recognize that the wellness and safety of our employees is fundamental to their engagement. We are actively working to build a workplace culture that embraces [Wellness and Safety](#).

To promote healthy lifestyles among our employees, we offer a number of programs, including: fitness centers, diagnostic testing and

risk assessments, tailored health improvement programs and medical insurance including coverage of preventative care.

We're also serious about safety. Our approach begins with awareness, moving through compliance, and achieving active involvement at all levels of the business. In addition, we seek independent third party recognition for our programs from, for example, the OSHA Voluntary Protection Program in the US and similar certification in the UK, which provides a disciplined, managed approach to safety.

We have set the 2011 target to deliver a 10% improvement in Health & Safety performance. We are establishing a suite of performance measures include 'leading' safety indicators such as employee awareness and involvement. We're tracking and reporting our performance against these measures.

Health and Safety Reporting

Across the enterprise we track and report Lost Time Frequency and Lost Time Severity.

There is a requirement under UK law (Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995) for Molson Coors UK to report certain types of more serious accident to the Health and Safety Executive (Government Regulator). In the first half of 2010 Molson Coors UK Ltd reported six minor production injuries resulting in more than three days of injury and one injury of a broken arm from a sales representative slipping on ice.

Culture Surveys are being rolled out across Canada to be completed in all breweries within the next year. This process is designed to facilitate greater employee engagement and for employees to start taking more personal responsibility for safety which will also help drive us towards zero injuries.

At a satellite warehouse in Quebec there was a serious pedestrian injury in June 2010. As a result the brewery is conducting risk assessments at all facilities to identify pedestrian safety risks and to take the appropriate remedial actions.

Community Investment



"We are all members of a larger community which depends on everyone playing a part."

- John Molson

Our community investment mission is to promote the health and well being of individuals and communities where we do business. Learn more about our [Community Investment Principles](#).

Through community investment, Molson Coors aspires to have a positive and meaningful impact by supporting:

- Active engagement of our employees in their communities
- Responsible enjoyment of our products
- Environmental stewardship

In Canada, we work to develop vibrant communities with a focus on Active Lifestyles projects and initiatives. From funding support for recreation centers and community arenas, to grants for youth sports education, we hope to make a difference in the communities where our roots are the deepest. To ensure we are active at both the national and local levels across Canada, The Molson Coors Canada Donations Fund was created in 1973. The Fund is managed by employees located in all regions of the country and helps Molson Coors stay in touch with specific community needs.

In the UK, we have a corporate partnership with [Whizz Kidz](#). Our Molson Coors (UK) [Community Award Scheme](#) supports worthwhile community events, charities and activities that are local to our operations. We support requests from organizations within a 10-mile radius of our breweries and sales offices. MillerCoors in the US also supports charitable organizations in its hometowns and brewery locations. [Learn more about their community-giving program](#).

[Our resources](#) extend far beyond corporate donation. Much of this investment happens in the course of doing business, through our employment practices, our purchase of materials and services within communities, and our investment in sports, music and other activities that promote our brands.

Community Contributions

Our target is to invest 1% of pretax profits to our corporate citizenship contributions. In 2010 we contributed more than 1.35%, USD 10,971,604. This figure is made up of cash contributions, employee volunteering during paid working hours, product or service donations and management overheads. Contributions budgets are set during the corporate Annual Operating Plan development, taking into account the changing business climate in each business unit, changing needs as identified by our stakeholders and our forecasted profit.

Community Investment Principles

Our Investment Principles

To be effective community investors, Molson Coors adopts standards, ethics and sponsorship practices that represent the company as an active and valued member of the communities where we do business. Our investments are made locally, reflecting the different needs and practices in our markets and communities. In each major market, we:

- Define and articulate a community-investment mission consistent with the overall corporate mission and regional conditions
- Establish a clear, logical and consistent community investment process that unites with the global company vision and respects the division's specific cultural sensitivities
- Communicate openly, respectfully and in a timely manner with the public and our employees about our investments and the value created for the community and all involved through annual reporting
- Disclose all investments/relationships with charity
- Adopt policies and programs to promote active involvement of employees in community activities consistent with company and individual values
- Provide information about their community investment guidelines, including program interests, resource limitations, and information about the process of applying for contributions
- Measure each investment in terms of its positive impact on the community, its alignment with values of the company, our employees and its impact on the community perception of the company

Solicitation of Supplier Contributions

The ability to build and maintain trusted business relationships is critical to winning in beer. We do not want to do anything that may give the appearance we are trying to unfairly influence a supplier. Because of this, Molson Coors employees may not solicit charitable donations from suppliers. Employees may accept unsolicited contributions to an established Company-giving campaign. Such a donation will be attributed to the donor company or individual rather than the employee.

Our Process

Each business unit has a governing board made up of staff and executives that exercise active fiscal oversight.

The expectations of that board are clear:

- Know and ensure compliance with local law
- Approve an annual budget and assess and report to the CEO on the company's community investment performance relative to the approved budget
- Ensure that administrative expenses for community investment and community relations are reasonable and in proportion to amounts spent on community investing
- Ensure that each division has a written community investment policy adequate for its size and complexity
- Effective Use of These Principles and Processes

Volunteering



Volunteering has become a part of our employees' lives around the world. Quite unlike a company-mandated charitable program, volunteering here is employee-driven; we just look for ways to support and enhance their efforts.

For example, the idea of teambuilding used to involve a group of employees heading off-site for a bowling game and a beer. Today, our employees request that their teambuilding activities are for the benefit of the community, and groups work with our community investment professionals to identify and select needed projects and worthy organizations wherever we operate. Serving our community together is how we improve our working relationships on the job, and this is true from our leadership team to every employee.

In 2010, nearly 1,000 Molson Coors employees participated in more than 40 company-sponsored volunteer projects in Canada, the U.K. and the U.S. through a Month of Action held in April. The range of projects included tree planting, serving meals, working at food banks, building homes with Habitat for Humanity and fundraising.

Funding Inquiries

We are always interested in hearing from community organizations whose missions align with our Investment Principles and our regional priorities.

Canada Inquiries

The Molson Coors Canada Donations Fund program is currently under development - Please check back in September 2011 to submit your request.

UK Inquiries

To apply for the Molson Coors UK Community Award, fill out an [application form](#) and email to CommunityAward@molsoncoors.com.

We are not able to support:

- Advertising space in souvenir programs and brochures, lotteries, sponsored events
- Dangerous/extreme sports
- Events where inappropriate consumption of alcohol may occur
- Individuals seeking personal sponsorship
- Intermediaries between charity and donor
- Political parties or organizations with political affiliations

US Inquiries

If you are interested in funding for a US organization, please see the [MillerCoors website](#).

Case Studies

Ours is a global company with local roots. We have a shared commitment to brewing extraordinary beers and running a business focused on respect for our employees, our communities, and our drinkers. That means corporate responsibility and accountability right from the start. Read our case studies to learn more about how we are putting our commitments into practice.

Molson Canadian Red Leaf Program

Launched in Canada June 2011, the Molson Canadian Red Leaf Project is a commitment to positively impact the Canadian environment in communities from coast to coast, incorporating tree plantings, urban greening projects and shoreline cleanup efforts.



To kick off the new program, [350 Molson Coors employees](#) planted the first 1,000 trees, of the eventual 100,000 that are being planted in communities of need across Canada throughout the summer. Employees rolled up their sleeves in eight locations (St.

John's, Moncton, Montreal, Toronto, Regina, Calgary, Vancouver) chosen strategically based on the needs in the local area. The trees planted provide long term benefits such as watershed protection, providing habitat for local wildlife, reducing noise pollution and beautifying the area.

While participating in a community greening event is reward enough for many people, many Molson Canadian Red Leaf Project initiatives come with an added bonus – a free ticket to attend a local concert taking place afterwards. The first 100 people to sign up and participate in local cleanup efforts receive a ticket. www.redleafproject.ca.

The Molson Canadian Red Leaf Project has three key partners in 2011:

Tree Canada – Molson Canadian is working with Tree Canada to plant 100,000 trees in identified areas of need throughout Canada.

WWF – Molson Canadian is rejoining WWF in the Great Canadian Shoreline Cleanup in September 2011, a nation-wide event that saw 47,000 people participate in 2010 to clean the shores of lakes, rivers and oceans in their local communities.

Evergreen – An organization whose mandate is to make cities more liveable, Evergreen will work with Molson Canadian on a series of urban greening projects in select communities across Canada.

We know that Canadians care deeply about the environment and that they are looking to channel that interest into action. The Molson Canadian Red Leaf Project will plant 100,000 trees and also reward beer drinkers who attend the initiatives with amazing experiences throughout the summer.

Jamie Sprules, Sr. Brand Manager, Molson Canadian

Molson Coors Canada Donations Fund



The Molson Coors Canada Donations Fund was established in 1973 to manage the philanthropic giving of the corporation. The Fund is active at both the national and community levels across Canada to help Molson Coors stay in touch with specific community needs and ensures that funds are allocated where that need is greatest. Molson Coors Canada believes in developing vibrant communities for community members with a focus on Active Lifestyles projects and/or initiatives. Current funding is focused on facilities where community members go to interact and participate in physical activities – i.e. community arenas; community centers; baseball diamonds, parks, soccer fields, outdoor rinks.



The Molson Coors Donation Fund has provided funding to thousands of charitable organizations across the country to help make positive changes in communities. In 2009, the Fund donated \$1.7 million to over 100 organizations including Boundless Adventure, Meal Exchange, Timeraiser, Hockey for the Homeless, Canadian Olympic and Paralympic Foundations, Fondation Sport-Études, United Ways of Canada, Waypoints, Bathurst Chaleur Handicap Sport Club.

Steven Gottlieb, Executive Director, Boundless

As one of Meal Exchange's first corporate partners, the support we received from the Molson Coors Donations Funds goes beyond being just a much-needed donation towards our programming. Through their command of social media they have helped raise our profile across the country, lending credibility and recognition to our work. More importantly, their employees have volunteered their time to develop our capacity to utilize social media and thanks to this, we are now recognized as leaders for how we engage tens of thousands of youth via technology.

Dave Kranenburg, Executive Director, Meal Exchange

Molson Coors Canada Matching Donations

The Matching Donations Program is an initiative of The Molson Coors Canada Donations Fund. Since 1993, the program has enabled the company and its employees to maximize their personal efforts and their dollars in making donations to the charitable

sector in Canada. Molson Coors Canada matches up to \$5,000 per employee per year.

Through this program, Molson Coors Canada is supporting the personal contributions of 3,000 its employees, demonstrating the company's commitment to its employees and community involvement. In 2009, \$335,000 in donations were made through the program. Recipients included all sectors of charitable organizations, from healthcare to environment to food banks and community hospitals.

Molson Coors Canada Volunteer Program (MCCVP)



Since 1786, seven generations of Molson family members have ensured that the principles of quality and community involvement instilled by John Molson continue to guide the company today. The Molson Coors Canada Volunteer Program (MCCVP) officially launched in 2006. It embodies John Molson's belief that employee volunteering can bring benefits to the company, its employees and the communities where we live and work. The MCCVP provides a paid day off work for employees to spend participating in a team-based volunteer activity involving 5 or more Molson Coors employees.

Through the MCCVP, Molson Coors Canada employees are supporting hundreds of organizations in communities across Canada with skilled volunteering. In 2009, 500 employees volunteered for 46 projects/events nationwide, with 3,700 hours contributed to communities across Canada.



During 2010's April Month of Action, 900 employees participated in 33 projects/events across Canada. They volunteered a total of 3,700 hours to organizations including Feed Nova Scotia, Action Nouvelle Vie, Habitat for Humanity, Heat and Stroke Foundation, Partners in Project Green, Salvation Army, Winnipeg Harvest, Calgary Interfaith Foodbank, Easter Seals Camp Horizon, and Greater Vancouver Food Bank. In addition, the Molson Coors Canada Donations Fund contributed \$51,000 through the MCCVP during the Month of Action.

Molson Coors Canada is a proud participant in [Volunteer Canada's Corporate Council on Volunteering](#).

Thank you to the wonderful Molson Coors Crew. Your Crew has maintained their reputation here at Camp as an incredibly hard working team full of exceptional people. It is such a pleasure to host you here at Camp and we can't thank you enough for all of your hard work and effort.

Anna Garcia, Easter Seals Camp

The Molson Coors employees have been amazing supporters of the Calgary Food Bank through the donation of funds and volunteer time. They are a fun and enthusiastic work crew. Without the support of companies such as Molson Coors Canada, the Food Bank could not operate.

Beth Espey, Volunteer Resources Supervisor, Calgary Food Bank

Whizz-Kids Partnership – Giving Disabled Children Independence

Following an employee vote at Molson Coors UK, Whizz-Kidz was chosen to be the UK's corporate charity for 2010 and 2011. It's a charity all about giving disabled children and young people the independence to enjoy an active childhood – at home, at school and at play. Whizz-Kidz provides them with vital mobility equipment helping to transform their lives. And through training, advice and life skills, Whizz-Kidz gives them something much more important; the independence to be themselves.

Having a corporate charity partner gives the UK one aligned focus area for fundraising and charitable activities to raise awareness, offer team-building and development for employees. As a company we are aiming to raise £180,000 over the next two years, which is enough to provide 36 wheelchairs and transform the lives of 36 young people (the right wheelchair for a child costs on average £5,000). Take a look at what we've achieved so far, see our [annual update](#).

Find out more about Whizz-Kidz at www.whizz-kidz.org.uk

Thank you Molson Coors for voting Whizz-Kidz! Everyone here at Whizz-Kidz is really excited about joining forces to transform more disabled children's and young people's lives throughout the UK and local to you.

Responsible Sourcing

In 2009 we established [Responsible Sourcing Principles](#), based on our values: Excelling, Passion, Integrity & Respect, Creativity and Quality. The Principles extend our values and corporate responsibility practices through our complex supply chain.

Our supply chain consists of direct suppliers (1st tier) and their suppliers (2nd tier) involved in the packaging, brewing, logistics and transportation, administration and marketing of our products around the world. Our Principles apply to both 1st and 2nd tier suppliers. They address ethical business practices, working conditions, human rights, environmental impact, as well as alcohol responsibility standards.

In 2011 Molson Coors and MillerCoors joined [Sedex](#), a not for profit membership organization which enables companies around the world to share ethical data within their supply chains. A web based tool, including the Sedex Supplier Assessment Questionnaire (SAQ), allows Molson Coors to analyze and rate potential supply chain risks. Over the next three years we will be rolling out Sedex to our top 100 by spend suppliers (primarily direct material). The SAQ is based on the ETI Base Code, SA 8000, ISO 14001 and OHSAS 18001. All suppliers are informed of our Principles through a link in our contract agreements.

Suppliers must be able to demonstrate their compliance and we will test this by inspecting any facility producing goods and services for Molson Coors. If suppliers are not complying with the required Principles, we will take steps to ensure compliance and may terminate our agreements with them.

For our brewing and packaging materials, we have adopted [Purchasing Standards](#) focused on quality and performance. In the US, we also have a model program for [supplier diversity](#), as well as a program recognizing sustainable agricultural practices.

In 2010 and 2011 the Global Procurement Team held workshops to determine how to further embed sustainability into the Procurement strategy. The latest workshop was run in partnership with external advisors from a not-for-profit responsible procurement specialist.

Purchasing Guidelines

Purchasing guidelines have been established for procuring brewing and packaging materials, an area where we spend millions of dollars to ensure that we produce and ship the highest quality products.

These guidelines are:

- Suppliers of materials and services shall be qualified on their ability to supply material or service in compliance with quality, food safety, legal, service, and environmental, health and safety requirements
- Procedures and responsibilities for evaluation, qualification and disqualification of suppliers shall be in place
- Standards and requirements for materials and services shall be documented and communicated to suppliers
- Supplier performance, including processes for validating materials against the specification, shall be monitored and reviewed
- Actions shall be taken to improve supplier performance

Case Studies

Ours is a global company with local roots. We have a shared commitment to brewing extraordinary beers and running a business focused on respect for our employees, our communities, and our drinkers. That means corporate responsibility and accountability right from the start. Read our case studies to learn more about how we are putting our commitments into practice.

Sustainable Barley Sourcing in the UK

Molson Coors (UK & Ireland) uses 150,000 tonnes of barley each year, so even before quality is taken into account, the procurement team has its work cut out to ensure sufficient supply. In 2008, Molson Coors in partnership with our major grain merchant, Frontier Agriculture, and facilitated by the English Farming and Food Partnerships (EFFP) – set up the Molson Coors Growers Group (MCGG), dedicated to ensuring a regular and guaranteed supply of top-quality barley. The 75 members of the group now supply more than 20,000 tonnes of barley for Molson Coors.



The MCGG's purpose is to:

- Secure a sustainable supply of high quality malting barley from local and important barley growing regions of the UK;
- Provide value to Molson Coors and the farmers; and
- Implement best practice and innovation in the supply chain.

In 2011 we have jointly renewed the growers' commitments, having explored opportunities to push the remit further. We now have a joint agreement to focus upon and develop the following areas to meet both the growers and Molson Coors long term sustainability strategy:

- Biodiversity & Ecosystems
- Resource Efficiency
- Sociability
- Education & Awareness



The members are at the forefront of the negotiating process, and the group is all about implementing best practice. We have had talks and farm visits on best practice, barley agronomy and grain storage through to grain marketing. It also gives the growers a chance to tell us what is important to them, and us the chance to respond. We are discussing matters such as ecosystems and biodiversity, resource efficiency, the media perception of the farming industry, and the health of the farming sector as a whole.

Jerry Dyson, Carling's Sourcing Manager

Red Tractor Certification for Carling and Worthington's Ale

Carling, the UK's best-selling lager, received [Red Tractor certification](#) for its barley in 2010. Carling now carries the Red Tractor mark on all its multi-pack boxes and cans.



In June 2011, Worthington's Ale announced that it too is now Red Tractor certified. All its ales will use 100% British barley sourced from Red Tractor certified suppliers.

The Red Tractor mark now appears on over £10 billion worth of fresh food and drink in the UK and is an independent verification that the product has been made to high quality standards from farm to shelf. More than 500 leading companies and all major retailers use the Red Tractor logo.

Assured Food Standards (AFS) is the independent organization set up to manage, develop and promote the Red Tractor as a mark of safe, quality food that the public can trust. These standards are maintained all the way from farm to pack. All Red Tractor farmers, processors and packers are regularly inspected by independent experts who conduct thousands of audits each year.

We are really proud to have such a leading UK brand join our Red Tractor scheme. It shows the growing importance for big brands such as Carling to choose quality farm assured ingredients. The Red Tractor logo on pack gives consumers complete confidence about the strict standards of production and the inclusion of the Union Flag ensures it was farmed and processed in the UK.

Matthew Read, Chairman of the Red Tractor Assurance Scheme for Crops and Sugar Beet.

Last summer, Carling signed 70 UK growers up to a three-year deal to supply 20,000 tons of barley direct to the company as part of our 100% British Barley campaign. Now the Red Tractor logo features on our packaging, we can demonstrate to customers this ongoing commitment to Red Tractor farmers and their quality products.

Jerry Dyson, Carling's Sourcing Manager

We are delighted that Worthington's is getting behind Red Tractor and showing its commitment to quality food and great farming. It shows the growing importance that big brands are placing on food safety, animal welfare and environmental protection.

Meurig Raymond, Deputy President of the National Farmers Union (NFU) & Vice Chairman of Red Tractor Assurance

UK Distribution Partner Goes Green



Its delivery vans may be bright yellow, but our UK distribution partner is going for an entirely different color. Tradeteam is 'going green', with a new environmental program to reduce carbon emissions. There are three elements to the Go Green program. The first of these is 25 state-of-the-art tractor units, which have a lower environmental impact.

They have already helped reduce fuel consumption by around seven percent. On the back of these, there are curvy new 'teardrop' trailers, which are shaped to improve airflow around the vehicle, reducing fuel consumption. They also weigh less, and have an increased load space, which could mean fewer deliveries.

In addition to these on-the-road improvements, Tradeteam's depots are reducing energy usage. Tradeteam Stretton won a DHL Go Green award in 2009.

As part of a company-wide strategy, it has:

- Reduced electricity consumption by 40 percent
- Reduced gas consumption by 46.5 percent
- Recycled 92 percent of waste
- Created a 'Green Zone' to engage staff by highlighting environmental progress

Contact Us

We want to hear from you. Please contact us with any questions or suggestions regarding our corporate responsibility strategy, programs or reporting. Chief Corporate Responsibility Officer - corporate.responsibility@molsoncoors.com.

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