

COORS ADOLPH CO  
Form 8-K  
April 09, 2004

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, DC 20549

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 OR 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported) **April 9, 2004**

**ADOLPH COORS COMPANY**

(Exact name of registrant as specified in its chapter)

**Delaware**  
(State or other jurisdiction  
of incorporation)

**1-14829**  
(Commission  
File Number)

**84-0178360**  
(IRS Employer  
Identification No.)

**311 - 10<sup>th</sup> Street**  
**Golden, Colorado**  
(Address of principal executive offices)

**80401**  
(Zip Code)

Registrant's telephone number, including area code **303.279.6565**

**Not Applicable**

(Former name or former address, if changed since last report)

**ITEM 9. REGULATION FD DISCLOSURE**

On April 9, 2004, Coors Brewing Company, a wholly owned subsidiary of Adolph Coors Company, issued written communications to its distributors and employees concerning the proposed candidacy of Peter H. Coors, chairman of the Company, for the United States Senate. A copy of these two communications are attached hereto as Exhibits 99.1 and 99.2, respectively, and are incorporated herein by reference.

Pursuant to instruction B.2 of Form 8-K, the information contained in this report shall not be deemed to be "filed" with the Securities and Exchange Commission for the purposes of Section 18 of the Securities Exchange Act of 1934 (the "Exchange Act") or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference into any filing under the Securities Act of 1933, or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

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ADOLPH COORS COMPANY  
(Registrant)

Date: April 9, 2004

/s/ ANNITA M. MENOCHAN

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Annita M. Menogan, Secretary

**EXHIBIT INDEX**

<b>Exhibit No.</b>	<b>Description</b>
99.1	Letter dated April 9, 2004 (Sent to Distributors)
99.2	Letter dated April 9, 2004 (Sent to Employees)

QuickLinks

[ITEM 9. REGULATION FD DISCLOSURE](#)

[SIGNATURES](#)

[EXHIBIT INDEX](#)