

MOLSON COORS BREWING CO
 Form 3
 November 20, 2015

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
 Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

| | | | | | |
|--|--|--|--|--|---|
| 1. Name and Address of Reporting Person * Heede David A (Last) (First) (Middle) 1801 CALIFORNIA STREET, SUITE 4600 (Street) DENVER, CO 80202 (City) (State) (Zip) | 2. Date of Event Requiring Statement (Month/Day/Year) 11/16/2015 | 3. Issuer Name and Ticker or Trading Symbol MOLSON COORS BREWING CO [TAP] | 4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) Chief Financial Officer | 5. If Amendment, Date Original Filed(Month/Day/Year) | 6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person |
|--|--|--|--|--|---|

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|------------------------------------|--|---|--|
| Class B Common Stock | 14,339 ⁽¹⁾ | D | À |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) Title | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---|---|---|--|---|--|
|---|---|---|--|---|--|

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| | Date Exercisable | Expiration Date | | Amount or Number of Shares | | or Indirect (I) (Instr. 5) | |
|--------------------------|------------------|-----------------|----------------------|----------------------------|----------|----------------------------|---|
| Stock Appreciation Right | Â (2) | 05/18/2017 | Class B Common Stock | 1,374 | \$ 45.79 | D | Â |
| Stock Appreciation Right | Â (2) | 05/15/2018 | Class B Common Stock | 7,624 | \$ 57.76 | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|---------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Heede David A 1801 CALIFORNIA STREET, SUITE 4600 DENVER, CO 80202 | Â | Â | Â Chief Financial Officer | Â |

Signatures

Kathleen M. Kirchner, by Power of Attorney
Date: 11/20/2015

Signature of Reporting Person: _____ Date: _____

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 5(b)(v).
 - ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The reporting person's holdings include (i) 7,856 shares held directly and (ii) 6,483 restricted stock units (RSUs) previously granted under the Company's Incentive Compensation Program, of which 2,655 RSUs vest on March 4, 2016, 2,190 RSUs vest on March 7, 2017 and 1,638 RSUs vest on March 9, 2018.
- (2) The reporting person received a stock appreciation right (SOSAR) as an option to purchase shares of Class B common stock. The exercise of the SOSAR will result in the expiration of the employee stock option. The SOSARs are fully vested and exercisable.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.