

## ***Coors - Scotch Rainbow (Our Story)***

### **Article by Haley Billson**

It all started in 1873, in a Rocky Mountain town called Golden, Colorado. Adolph Coors opened the first-ever Coors brewery. Coors quickly became well-known and well-loved by Americans and Canadians alike, because the feeling of traveling in the Snowy Rocky Mountains is captured in the crisp, fresh taste of the iconic beer.

In 1899, a boy named Richard Drew was born. When Richard was in his twenties and studying engineering, he noticed that two-tone car painters were struggling to do their jobs, because the process would have to involve creating a barrier for the part of the car they've already painted in order to not mix their colours. They tried all kinds of things but Richard noticed nothing was working. It was then that he had the idea for a tape that would seal the surface to keep the paint out, while not using a lot of adhesive to not damage the paint. After a couple years of experimentation, he came up with what is now known as Scotch masking tape. He got the name from a grumpy painter who complained that the tape was "scotch", meaning cheap or stingy, because of the lack of adhesive. Richard took the name and ran with it -- and ever since, Scotch tape has been a staple in almost every household.

The year is 2020, and two of North America's most iconic brands have merged. One might wonder how this came about -- considering the very different nature of both brands, it wasn't expected. The idea all came from the mastermind behind the Scotch brand: Scott Taper, the current C.E.O.

As so many of us do, Scott was settling down for the evening with a cold, unopened bottle of Coors Light when he reached for his TV remote and accidentally knocked the bottle off to the floor. The side of the bottle cracked off of the hardwood floor, but the quick-thinking Scott scooped it up and covered the crack with his thumb before any of the precious lager could escape. Looking around his living room, he picked up the closest solution he could find -- the Scotch Brand Rainbow Duct Tape that he'd brought home for his daughter to use for her various duct tape crafts. He quickly took a piece and wrapped it around his bottle of Coors Light, successfully stopping the leak in its tracks. He was happily able to pop open the lid and enjoy his drink as usual, but he found himself staring at the newly-decorated bottle in his hands. He realized that, as strange as it seemed, the colourful addition to the bottle was aesthetically pleasing to him.

Cooper Lightridge, the current President of Molson-Coors and, conveniently, Scott's friend from college, was amused by the picture Scott posted of the Coors-Scotch creation. Scott joked with him (in what's now [a well-known Twitter exchange!](#)) that he should create the Coors: Rainbow Edition so that his daughter would eventually have her own brand of beer to drink when she reached legal age. Cooper denied publicly for almost a year that he was entertaining Scott's imaginative ideas, and affirmed many times to concerned Coors fans that the brand was not planning to change anything about the taste they so loved.

It was on October 28th, Scott's daughter's birthday, that the big Coors-Scotch surprise was revealed. In a [video on Twitter](#), Cooper showed off one bottle of Coors Light featuring a finished, real label, but with the bright, colourful colours seen in Scott's original creation. The

video was framed to be comedic, but towards the end Cooper left off with a note towards his friend and fellow C.E.O: *“Scott Taper, you are a stubborn man. Come by the brewery and we’ll see if we can make your dreams come true.”*

The rainbow-branded Scotch-Coors bottles hit the shelves a few months later, and to everyone’s surprise, they’ve been hugely popular ever since!