

Brands sold in International

Global priority brands	National champion and other regional brands	Other
<i>Blue Moon</i>	<i>Miller High Life</i>	<i>Carling Strong</i>
<i>Coors Light</i>	<i>Thunderbolt</i>	<i>Coors Banquet</i>
<i>Miller Genuine Draft</i>		<i>Coors Original</i>
<i>Miller Lite</i>		<i>Keystone</i>
		<i>Milwaukee's Best</i>
		<i>Miller Ace</i>
		<i>Miller Chill</i>
		<i>Miller Ultra</i>
		<i>Molson Canadian</i>
		<i>Redd's</i>
		<i>Singha</i>
		<i>Zima</i>

Our Segments

In 2019, we operated the following segments: the U.S., Canada, Europe and International. A separate operating team managed each segment and each segment manufactures, markets, and sells beer and other malt beverage products. No single customer accounted for more than 10% of our consolidated sales in 2019, 2018 or 2017.

Effective January 1, 2020, as part of our revitalization plan, we changed our management structure to two business units - North America and Europe. The resulting financial reporting segment changes will not be reflected until our first quarter 2020 results.

United States Segment

- Headquarters: Chicago, Illinois
- Approximately 7,300 employees as of December 31, 2019
- Second largest brewer by volume in the U.S., representing approximately 23% of the total 2019 U.S. brewing industry shipments (excluding exports)
- Currently operating seven primary breweries, six craft breweries and two container operations. In January 2020, we announced plans to cease production at our Irwindale, California brewery, which is currently expected to occur by September 2020, and entered into an option agreement with Pabst Brewing Company, LLC, granting them an option to purchase the Irwindale brewery. Products produced in the Irwindale brewery will be transitioned to other breweries in our network. See Part II—Item 8 Financial Statements and Supplementary Data, [Note 7, "Special Items"](#) for additional details.

Sales and Distribution

In the United States, beer is generally distributed through a three-tier system consisting of manufacturers, distributors and retailers. A national network of approximately 380 independent distributors and one owned distributor, Coors Distributing Company, purchases our products and distributes them to on- and off-premise retail accounts.

References to on- and off-premise sales volumes are the sales to retailers of these distributors, which we believe is a useful data point relative to consumer trends.

Channels

In the United States, the on-premise channel industry volume, which includes sales in bars and restaurants, declined approximately 3% in 2019.

The off-premise channel includes sales in convenience stores, grocery stores, liquor stores and other retail outlets. The off-premise channel industry volume declined approximately 1% in 2019 versus prior year.