

Molson Coors Issues 'Our Beer Print' - 2013 Corporate Responsibility Report

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Evolves Corporate Responsibility Agenda to Include Brands and the Retail Marketplace

[Molson Coors Brewing Company](#) (NYSE: TAP)(TSX: TPX) today announced the issue of its [2013 Corporate Responsibility Report](#), covering the company's performance in five key areas: [Governance and Ethics](#), [Alcohol Responsibility](#), [Environmental Stewardship](#), [Employees and Community](#) and [Responsible Sourcing](#).

"In 2012 Molson Coors saw [Our Beer Print](#) performance -- our impacts on our communities, people and the environment -- recognized as best in class when we were named the [beverage industry sector leader](#) on the Dow Jones Sustainability World Index," said Peter Swinburn, president and CEO of Molson Coors.

"Improving Our Beer Print has already positively affected our bottom line. From 2008 through 2012, we saved \$10 million per year due to lower use of energy and water, reduced waste fees and taxes, and sales of materials that would otherwise have been disposed. Our targeted environmental performance through 2020 will result in additional savings of \$16 million per year."

The targets Molson Coors set for the 2008-2012 period mobilized the organization to achieve significant savings of energy, greenhouse gas (GHG) emissions, water consumption and waste to landfill. While the company saw overall reductions, its water and energy intensity targets were not met due to lower than expected volumes. Last year, the company announced ambitious new long-term targets to achieve further reductions: 25 percent in energy intensity, 15 percent in GHG intensity and 20 percent in water per unit of production by the year 2020.

Building Corporate Responsibility into Brands

In early 2013, Molson Coors adopted a 2015 goal for global corporate responsibility, 'to improve Our Beer Print to create a competitive advantage for our brands and customers.' The company's focus has evolved from behind-the-scenes operations management to include embedding corporate responsibility in the brands themselves and how they go to market.

"As a consumer products company, we anticipate and respond to the changing attitudes and preferences of consumers. We will further succeed when we inspire consumers with our quality products produced sustainably and aligned with their social and environmental values," said Bart Alexander, chief corporate responsibility officer for Molson Coors. "By building stronger partnerships with retailers to collectively advance responsibility, as well as by mobilizing consumers directly through our own efforts, improving Our Beer Print will continue to contribute to the company's growth."

2012 Corporate Responsibility Performance

The [scope](#) of this year's report is global and covers Molson Coors operations in Canada, the UK and India. For full transparency and accuracy, the company also separately reports its share (42 percent) of the [MillerCoors](#) corporate responsibility data.

In June 2011, a joint venture agreement was finalized in India with Cobra India, giving Molson Coors a 51 percent share and operational control of the newly formed Molson Coors Cobra India. This year's report includes the environmental impacts from the brewery in India.

In June 2012 Molson Coors acquired StarBev which merged with Molson Coors (UK & Ireland) and was renamed Molson Coors Europe. While the UK is included in this year's scope, the company is transitioning the new Central European business into its reporting frameworks and will include performance from the region in 2014.

Environmental Stewardship

- **GHG Emissions:** Achieved a 24 percent improvement in carbon emissions intensity since 2008 (equivalent to a 25 percent reduction in absolute carbon emissions). The company surpassed its 2012 target in 2010 as a result of focused efforts to invest in GHG reduction, energy efficiency and process improvements.

- **Waste:** Accomplished zero waste to landfill in our UK-based operations by the end of 2012. Between 2008 and 2012 the UK diverted 5,697 tonnes of waste away from landfill and avoided \$500,000 in landfill taxes. The company missed its global landfill diversion target, sending 1.9 percent more waste to landfill in 2012 than in 2011. This was a stretch target and Molson Coors will continue to challenge its operations in this area through the development of a long-term global waste strategy.
- **Water:** At year-end 2012, water intensity was seven percent lower than in 2008. Since 2008, the company reduced total water consumption by over 12.6 million hectoliters, equivalent to 504 Olympic swimming pools. Lower than expected volumes made it difficult to reduce water intensity and caused the company to fall short of its 2012 target of 15 percent reduction.
- **Energy:** The company's 2012 energy intensity was 11 percent lower than in 2008. Since 2008, the company reduced total energy consumption by over 370 million megajoules. Lower than expected volumes made it difficult to reduce energy intensity and Molson Coors did not meet the 2012 energy reduction target of 15 percent.
- **Packaging:** Set a new global goal to reduce packaging weight by four percent by 2015 from a 2012 baseline.

Learn more – read our case studies: [Rice Husks as Fuel in India](#) ; [UK Zero Waste to Landfill](#) ; [Engaging Communities to Protect our Watersheds](#)

Alcohol Responsibility

In 2012, Molson Coors furthered its commitment to responsible product marketing and sales. CEO Peter Swinburn joined with 12 other leading beer, wine and spirits producers in signing the [CEO Global Commitments](#) including specific plans to address underage drinking, responsible marketing, product innovation, drink drive education and enforcement and retailer engagement.

The company also continued to support pubs, restaurants and shops in promoting alcohol responsibility, and engaged with retailers on environmental sustainability. To engage with consumers, the company placed [Our Beer Print Commitment panels](#) on packaging in the UK and our [Stamp of Responsibility](#) on Canadian packaging.

Employees

Corporate and environmental responsibility was again one of the top drivers of [engagement](#) for Molson Coors employees in 2012, with scores that outperform the norm for high-performing companies in like categories.

The company placed a high priority on progress in diversity and inclusion by naming an embedded diversity strategy as one of the company's corporate goals for the next four years. A key resource dedicated to this effort has been the establishment of a Diversity and Inclusion Council which is developing a three-year progressive strategy to increase diversity in the workplace.

Responsible Sourcing

Last year Molson Coors established [Supplier Standards](#) outlining the company's expectations of suppliers in the areas of environmental, social and economic sustainability. In 2013 the Standards will be provided to all suppliers in the U.S., U.K. and Canada, and to our international and Central European businesses in 2014.

Learn more – read our case study: [Working with Suppliers to Reduce our Costs and Impact](#) .

For the complete Our Beer Print 2013 Corporate Responsibility Report, visit <http://www.molsoncoors.com/en/Responsibility/Reports.aspx>. Molson Coors invites [feedback](#) on this year's report and its 2015 corporate responsibility goal and 2020 targets.

About Molson Coors Brewing Company

Molson Coors Brewing Company is one of the world's largest brewers. The Company's operating segments include Canada, the United States, Europe, and Molson Coors International (MCI). The Company has a diverse portfolio of owned and partner brands, including signature brands Coors Light, Molson Canadian, Staropramen and Carling. Molson Coors is listed as the beverage industry sector leader on the 2012/2013

Dow Jones Sustainability World Index, the most recognized global benchmark of sustainability among global corporations. For more information on Molson Coors Brewing Company, visit the company's web site, www.molsoncoors.com.

Additional Media Materials:

Our Beer Print video - <http://youtu.be/MJmqm0-QJSM>

Innovation in :60 – Managing a Precious Resource - <http://youtu.be/YEWItRtnvbg>

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