MOLSON COORS BREWING CO

FORM 8-K

(Unscheduled Material Events)

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Address P.O. BOX 4030, MAIL #NH375

GOLDEN, Colorado 80401

Telephone 303-277-3271

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Industry Beverages (Alcoholic)
Sector Consumer/Non-Cyclical

Fiscal Year 12/28



U.S. SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 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): May 11, 2000

ADOLPH COORS COMPANY

(Exact name of registrant as specified in its charter)

COLORADO (State or other jurisdiction of incorporation or organization)

0-8251 (Commission File No.) 84-0178360 (I.R.S. Employer Identification No.)

Golden, Colorado (Address of principal executive offices)

80401 (Zip Code)

303-279-6565 (Registrant's telephone number, including area code)

Not applicable (Former name or address, if changed since last report)

PART II. OTHER INFORMATION

Item 5. Other Events

On May 11, 2000, Adolph Coors Company (ACC) issued a news release announcing changes to certain Board of Directors and top management positions at ACC and the Company's principal subsidiary, Coors Brewing Company (CBC). ACC's May 11, 2000 news release is attached hereto as Exhibit 1.

Item 7. Financial Statements and Exhibits

- (c) Exhibits
- 1. News Release of Adolph Coors Company dated May 11, 2000.

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 thereunto duly authorized.

ADOLPH COORS COMPANY

By /s/ M. Caroline Turner

M. Caroline Turner Vice President and Secretary

June 2, 2000

Aimee St. Clair 5/11/2000

ADOLPH COORS COMPANY ANNOUNCES TOP MANAGEMENT CHANGES, INCREASES QUARTERLY DIVIDEND

GOLDEN, Colo. -- William K. Coors, chairman of Adolph Coors Company, today announced changes to the composition of the Boards of Directors of Adolph Coors Company and the company's principal subsidiary, Coors Brewing Company, as well as changes to the roles and responsibilities of the top management of Coors Brewing Company.

Effective today, Peter H. Coors -- formerly vice chairman and chief executive officer, Coors Brewing Company -- will serve as chairman of Coors Brewing Company and president and chief executive officer of Adolph Coors Company. W. Leo Kiely III - formerly president and chief operating officer, Coors Brewing Company - has been promoted to the position of president and chief executive officer of Coors Brewing Company. William K. Coors -- formerly chairman, Adolph Coors Company and Coors Brewing Company -- will continue to serve as chairman of Adolph Coors Company and adds the role of chairman of Coors Brewing Company's executive committee. Joseph Coors -- formerly vice chairman, Adolph Coors Company -- will retire from the board of Adolph Coors Company and serve as director emeritus for both Adolph Coors Company and Coors Brewing Company. Joseph Coors had been a board member since 1942.

"The changes announced today reflect the substantial contributions that these individuals have made to the performance and strength of our company during the past several years. They also show the confidence of our board in the direction that these leaders have established for the future success of Adolph Coors Company and Coors Brewing Company," said William K. Coors.

The board of directors of Adolph Coors Company today also increased the company's quarterly dividend to 18.5 cents per share from 16.5 cents - a 12.1% increase. The increased dividend is payable June 15, 2000, to shareholders of record May 31, 2000.

Adolph Coors Company (NYSE--RKY)

End of Filing



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