

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction (s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class B Common Stock								52970.0000	I	E Coors as Trustee of Peter H Coors 2011 Ret'd Annuity Trust VIII dtd 12/9/11
Class B Common Stock								364090.0000	I	by Marilyn E Coors as Trustee of Peter H Coors 2012 Grantor Retained Annuity Trust X dtd 6/6/12
Class B Common Stock								24888.0000	I	by Marilyn E Coors as Trustee of the Peter H Coors 2010 Grantor Retained Annuity Trust dtd 5/27/10
Class B Common Stock								139993.0000	I	by Marilyn E Coors as TTEE of the Peter H Coors 2011 Grantor Retained Annuity Trust VII dtd 9/2/11
Class B Common Stock								1064.0000	I	By Spouse

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

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	6. Date Exercisable and Expiration Date		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction (s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		(A)	(D)	Date Exercisable	Expiration Date				
Employee Stock Option (Right to Buy)	\$24.5100	8/1/2012		M		50000.0000	2/13/2004	2/13/2013	Class B Common Stock	50000.0000	\$0.0000	33334.0000	D	

Explanation of Responses:

(1)

The reporting person's option exercise and sale reported in this Form 4 include shares sold in connection with the cashless exercise of

options effected pursuant to a Rule 10b-1 Trading Plan adopted by the reporting person in accordance with Rule 10b-1 of the Securities Exchange Act of 1934.

Remarks:

The number of indirectly held shares previously attributed to the reporting person and held by Adolph Coors Company LLC, have been updated to reflect only those shares in which the reporting person has a pecuniary interest.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COORS PETER H 1225 17TH STREET SUITE 3200 DENVER, CO 80202	X	X		Vice Chairman of the Board

Signatures

Margaret A. Beck, by Power of Attorney

8/3/2012

** Signature of Reporting Person

Date

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

* If the form is filed by more than one reporting person, *see* Instruction 4(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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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