

[] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(f) of the Investment Company Act of 1940

| 1. Name and Add | ress of Rep | oorting Person | 2. Is | suer Nar | ne an | Ιſ | icker or T | rad | ing Syml | 5. Relationship of Reporting (Check all applicable) | Person(s) | to Issuer | |
|---------------------|-------------|----------------|-----------|--|---------------------------|-------------|-------------------|-----------|---|---|-------------------------|---|--|
| COORS PETI | ER H | | MO | DLSON | CO | Ol | RS BRE | W | ING C | | | | |
| | | AP] | | | | | | | X 10% | 6 Owner | | | |
| (Last) | (First) | (Middle) | 3. D | 3. Date of Earliest Transaction (MM/DD/YYYY) | | | | | | Y) Officer (give title below) below) | _ X Othe | er (specify | |
| 1005 15077 00 | | CT 11TT 220 | | | | D /1 | 1/2012 | | | Vice Chairman of the Boar | d | | |
| 1225 17TH ST | | SUITE 3200 | | ` A 1 | | | 1/2012 | 1 17" | 1. 1 | (I. 1' '1 -1 - I.'-(C) | F:1: | | |
| (Street) | | | | Amenai /DD/YYYY | | Ja | te Origina | I F1 | iea | 6. Individual or Joint/Group Filing (Check Applicable Line) | | | |
| DENVER, CO | 80202 | | | | | | | | | | | | |
| (City) | (State) | (Zip) | | | | | | | _ X _ Form filed by One Reporting Person Form filed by More than One Reporting Person | | | | |
| | | Table I Nam | D | • | | A - | | • | I . C | D 6" - '- II- O I | | | |
| 1.Title of Security | | Table 1 - Non- | 2. Trans. | 2A. | 3. Tran | | 4. Securities | _ | | or Beneficially Owned 5. Amount of Securities Beneficially | 6. | 7. Nature | |
| (Instr. 3) | | | Date | Deemed | cd Code ion (Instr. 8) | | or Disposed | of (I | Ď) | Owned Following Reported Transaction | Ownership Form: | 1 | |
| | | | | Execution Date, if | | | | | , | (s) (Instr. 3 and 4) | Direct (D) | Ownership | |
| | | | | any | | | | (A) or | | | or Indirect (I) (Instr. | (Instr. 4) | |
| | | | 8/1/2012 | | Code | V | Amount 50000.0000 | (D) | Price | | 4) | | |
| Class B Common Stoo | ck ———— | | | | M | | | A | \$24.5100 | 144018.0000 | D | | |
| Class B Common Stoo | ck | | 8/1/2012 | | S (1) | | 37650.0000 | D | \$42.3254 | 106368.0000 | D | | |
| Class B Common Stoo | ck | | | | | | | | | 12071422.0000 | I | by Adolph Coors Company LLC | |
| Class B Common Stoo | ck | | | | | | | | | 20334.0000 | I | by Marilyn E Coors as Trustee of Peter H Coors 2010 grantor Retained Annuity Trust V dtd 10/8/2010 | |
| Class B Common Stoo | ek | | | | | | | | | 52175.0000 | I | by Marilyn E Coors as Trustee of Peter H Coors 2010 Grantor Ret'd Annuity Trust IV dtd 8/16/10 | |
| | | | | | | | | | | | | by Marilyn | |

| Table I - Non- | | 2. Trans. Date | | 2A. Deemed Executi Date, if | d ion | 3. Tran Code | s. | 4. Securities Acquired or Disposed of (D) (Instr. 3, 4 and 5) | | | ired (A) | 5. Amount of Sec | urities Beneficially g Reported Transaction | | Ownership Form: | 7. Nature of Indirect Beneficial Ownership | | |
|--|-------------|-------------------|---|--------------------------------------|-----------|---------------------|-----------------------------------|---|------------------|----------------------|----------|------------------|--|--|---|---|--|--|
| | | | | any | | Code V | | Amo | mount (A) or (D) | | Price | | | | or Indirect (I) (Instr. 4) | | | |
| Class B Common Stoc | ck | | | | | | | | | | | | | 529 | 970.0000 | | I | E Coors as Trustee of Peter H Coors 2011 Ret'd Annuity Trust VIII dtd 12/9/11 |
| Class B Common Stoc | ck | | | | | | | | | | | | | 364 | 090.0000 | | I | by Marilyn E Coors as Trustee of Peter H Coors 2012 Grantor Retained Annuity Trust X dtd 6/6/12 |
| Class B Common Stoc | ck | | | | | | | | | | | | | 241 | 888.0000 | | 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 | | | | | | | | | | | | | | 10 | 64.0000 | | I | By Spouse |
| Tabl | le II - Der | ivative | Securiti | ies Bo | ene | ficiall | y C |)wneo | d (| e.g. , | puts, | , cal | lls, war | rants, options | , convert | ible secur | ities) | |
| 1. Title of Derivate Security (Instr. 3) | | 3. Trans. | 3A. Deemed Execution Date, if any | 4. Tra Code | ns. 8) | 5. Numb Derivati | oer o ve es d (A d of | of 6 a A) or f (D) | . Da | ate Exer Expirati | rcisable | 9 | 7. Title a Securities | nd Amount of s Underlying ve Security and 4) 8. Price of Derivative of derivative Security (Instr. 5) 8. Price of Derivative of derivative Securities Beneficially Owned Following Percent of the Price of Securities Beneficially Owned Following Percent of the Price of Securities Beneficially Owned Following Percent of the Price of Securities Beneficially Owned Following Percent of the Price of Security of the Price of | | 10. Ownership Form of | 11. Nature of Indirect Beneficial Ownership (Instr. 4) | |
| Employee Steel- | | | | Code | V | (A) | (D | lτ | Date Exer | cisable | | | Title | Amount or Number of Shares | Reported Transaction (s) (Instr. 4) | | | |
| Employee Stock Option (Right to Buy) | \$24.5100 | 8/1/2012 | | M | | 500 |)00. | 0000 2 | 2/13/ | 2004 | 2/13/2 | 2013 | Class F Commo Stock | l l | \$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

| Demonting Overson Name / Address | Relationships | | | | | | | | | |
|--|---------------|-----------|---------|----------------------------|--|--|--|--|--|--|
| Reporting Owner Name / Address | 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.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.