

FORM 4

[] 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
or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person * COORS PETER H (Last) (First) (Middle) 1225 17TH STREET, SUITE 3200 (Street) DENVER, CO 80202 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol MOLSON COORS BREWING CO [TAP]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input checked="" type="checkbox"/> Other (specify below) Vice Chairman of the Board
3. Date of Earliest Transaction (MM/DD/YYYY) <p align="center">10/1/2012</p>		6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
4. If Amendment, Date Original Filed (MM/DD/YYYY)		

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	10/1/2012		M		50000.0000	A	\$24.5100	169613.0000	D	
Class B Common Stock	10/1/2012		S (I)		37400.0000	D	\$43.0872	132213.0000	D	
Class B Common Stock								12071422.0000	I	by Adolph Coors Company LLC
Class B Common Stock								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 Stock								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 E Coors as Trustee of

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			Code	V	Amount	(A) or (D)	Price			
Class B Common Stock								52970.0000	I	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								71867.0000	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
Class B Common Stock								68126.0000	I	Peter H Coors Revocable Trust dtd 8/7/2009

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	10/1/2012		M		50000.0000	2/13/2005	2/13/2013	Class B Common Stock	50000.0000	\$0.0000	16667.0000	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 10b5-1 Trading Plan previously adopted by the reporting person in accordance with Rule 10b5-1 of the Securities Exchange Act of 1934.

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****10/2/2012**

** 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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