

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, 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 Address of Reporting Person *	2. Issuer Name and Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
GANNON MICHAEL J	COORS ADOLPH CO [ RKY ]	<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner
(Last) (First) (Middle)	3. Date of Earliest Transaction (MM/DD/YYYY)	<input checked="" type="checkbox"/> X _ Officer (give title below) <input type="checkbox"/> Other (specify below)
C/O ADOLPH COORS COMPANY, 311 10TH STREET, NH 370	2/12/2004	Vice President, Treasurer
(Street)	4. If Amendment, Date Original Filed (MM/DD/YYYY)	6. Individual or Joint/Group Filing (Check Applicable Line)
GOLDEN, CO 80401		<input checked="" type="checkbox"/> X _ Form filed by One Reporting Person
(City) (State) (Zip)		<input type="checkbox"/> Form filed by More than One Reporting Person

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 (non-voting)								750	D	
Class B Common Stock (non-voting)								27.10	I	401(k) Plan (1)

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	Title	Amount or Number of Shares				
Employee Stock Option (right to buy)	\$65.32	2/12/2004		A		10000		(2)	2/12/2014	Common Stock	10000	\$0	10000 (3)	D	

Explanation of Responses:

- ( 1 ) The amount of securities in the Reporting Persons 401(k) is derived by combining the value of contributions by Reporting Person to their 401(k) plus Company matches to the Reporting Persons 401(k) and dividing this account balance by the Issuer's stock price as of 12/31/03 - this equals the reported number of shares in the Reporting Persons 401(k) account.
- ( 2 ) The Option vests in three equal annual installments beginning on February 12, 2005, 2006 and 2007
- ( 3 ) The Reporting Person owns 33,343 options with various exercise prices and various expiration dates.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GANNON MICHAEL J C/O ADOLPH COORS COMPANY 311 10TH STREET, NH 370 GOLDEN, CO 80401			Vice President, Treasurer	

Signatures

Kay Guthrie as agent for Michael J. Gannon 2/16/2004

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.

P O W E R     O F     A T T O R N E Y

The undersigned hereby appoints ROBERT REESE, ANNITA M. MENOGAN, KAY GUTHRIE and ANN L. BOE, and each of them acting either solely or jointly with the others, a

EXECUTED this 9th day of July, 2002.

\_/s/ Michael J. Gannon  
(Michael J. Gannon)

STATE OF Colorado )  
COUNTY OF Jefferson) ss.

The foregoing instrument was acknowledged before me this 9th day of July 2002 by Michael J. Gannon.

Witness my hand and official seal.

Carol Roman  
Notary Public

My Commission expires on August 2, 2005

( S E A L )