
**UNITED STATES
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): **September 30 , 2010**

MOLSON COORS BREWING COMPANY

(Exact name of registrant as specified in its charter)

Commission File Number: **1-14829**

Delaware

(State or other jurisdiction
of incorporation)

84-0178360

(IRS Employer
Identification No.)

**1225 17th Street, Suite 3200, Denver, Colorado 80202
1555 Notre Dame Street East, Montréal, Québec, Canada, H2L 2R5**

(Address of principal executive offices, including zip code)

(303) 927-2337 / (514) 521-1786

(Registrant's telephone number, including area code)

Not applicable

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 7.01 Regulation FD Disclosure

Attached as Exhibit 99.1 is a copy of a press release of Molson Coors Brewing Company, dated September 30, 2010, reporting the pricing of its previously disclosed offering of Series A notes through Molson Coors International LP, a wholly-owned subsidiary.

Item 9.01 Financial Statements and Exhibits.

- (d) Exhibits.
- 99.1 Press Release of Molson Coors Brewing Company, dated September 30, 2010, reporting its pricing of a Series A notes private placement.

SIGNATURE

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 hereunto duly authorized.

MOLSON COORS BREWING COMPANY

Date: October 1, 2010

/s/ Samuel D. Walker
By: Samuel D. Walker
Chief Legal Officer

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release of Molson Coors Brewing Company, dated September 30, 2010, reporting its pricing of a Series A notes private placement.

**Molson Coors Prices Series A Note Private Placement**

DENVER, Colorado, and MONTREAL, Quebec, September 30, 2010 - Molson Coors Brewing Company (the “Company”) (NYSE: TAP) today announced that it has priced its previously disclosed offering of Series A notes. Molson Coors International LP, a wholly owned subsidiary, will offer CDN\$500 million in aggregate principal amount of 3.95% Series A Notes due 2017 on a private placement basis to accredited investors in Canada.

The transaction is expected to close on or about October 6, 2010. The closing of the offering is subject to customary closing conditions and there can be no assurances that the transaction will be consummated.

The Company expects to use the proceeds to refinance a portion of its current debt and for general corporate purposes which may, in part, include payments to fund its pension obligations.

The Series A Notes will be sold only to accredited investors in Canada in compliance with Regulation S under the U.S. *Securities Act of 1933*, as amended. The notes will not be registered under the *Securities Act of 1933*, as amended, and may not be offered or sold in the United States absent registration or an applicable exemption from registration requirements. The Series A Notes have not and will not be qualified by a prospectus under Canadian securities laws and may not be sold or resold except pursuant to an exemption from the applicable prospectus requirements. This press release shall not constitute an offer to sell, or the solicitation of an offer to buy, any securities, nor shall there be any sale of securities mentioned in this press release, in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction.

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