

MOLSON COORS BREWING CO

FORM 8-K

(Unscheduled Material Events)

Filed 5/24/2005 For Period Ending 5/18/2005

Address	P.O. BOX 4030, MAIL #NH375 GOLDEN, Colorado 80401
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CIK	0000024545
Industry	Beverages (Alcoholic)
Sector	Consumer/Non-Cyclical
Fiscal Year	12/28

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**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
WASHINGTON, DC 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): **May 18, 2005**

MOLSON COORS BREWING COMPANY

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction
of incorporation)

1-14829
(Commission
File Number)

84-0178360
(IRS Employer
Identification No.)

**1555 Notre Dame Street East
Montréal, Québec, Canada, H2L 2R5**

**311 10th Street
Golden, Colorado 80401**

(Address of principal executive offices, including Zip Code)

(303) 279-6565 (Colorado)
(514) 521-1786 (Quebec)

(Registrant's telephone number, including area code)

N/A

(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 8.01 Other Information.

On May 18, 2005, Molson Coors Brewing Company (the "Company") issued a press release attached at Exhibit 99.1 hereto which is incorporated by reference herein.

This Current Report of Form 8-K, including Exhibit 99.1 hereto, includes "forward-looking statements". Forward-looking statements are commonly identified by such terms and phrases as "would", "may", "will", "expects" or "expected to" and other terms with similar meaning indicating possible future events or actions or potential impact on the businesses or securityholders of Molson Coors Brewing Company and its

subsidiaries (collectively, the "Companies"). All forward-looking statements in this press release are expressly qualified by information contained in the Company's filings with regulatory authorities, including the Securities and Exchange Commission. Factors that could cause actual results to differ materially from those in any forward-looking statement are set forth in such filings. The Companies do not undertake to update forward-looking statements, whether as a result of new information, future events or otherwise.

Item 9.01 Financial Statements and Exhibits.

Exhibit 99.1 Molson Coors Brewing Company Press Release dated May 18, 2005.

SIGNATURES

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: May 24, 2005

/s/ ANNITA MENOGAN

Name: Annita Menogan

Title: Vice President, Secretary and Deputy General Counsel

Exhibit List

Exhibit 99.1 Molson Coors Brewing Company Press Release dated May 18, 2005.

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SIGNATURES

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EXHIBIT 99.1

Molson Coors Announces Changes For Brazilian Operations to Diminish Financial Risk

MONTREAL, Canada, and DENVER, Colorado, May 18, 2005—In a recent meeting of its board of directors, Molson Coors Brewing Company reviewed its Brazilian business unit, Cervejarias Kaiser. As a result, the company wishes to announce a change in approach with respect to its operations in Brazil. Molson Coors continues to believe that Brazil is a valuable beer market with potential for long-term growth. From a strategic standpoint, Molson Coors wants to participate in this market with the Kaiser brand and possibly with its flagship Coors Light brand. "While we have a strong and energized Brazilian team in place that's eager to win, and making solid progress month to month, we are unwilling to make further cash investments in Kaiser without greater certainty that it is a viable, long-term platform to compete effectively in Brazil," explained Leo Kiely, President and CEO of Molson Coors. "So, starting immediately, I have instructed our management team to do two things. The first is to operate the Kaiser business on at least a cash break-even pace, on an operating basis. With the recent improvements in the business, we think this is achievable. The second is to explore a full range of options for Brazil. We want to be in the Brazilian market, but only on a winning basis, and not at the current risk level."

The company confirmed that despite losses and slightly lower volumes over the recent months, the Kaiser business achieved considerable progress, delivering improved financial results compared to the previous year. For the four month period ending April 30, 2005, the Brazilian business unit experienced a negative cash flow from operations of US\$3 million (R\$8 million), compared with the same period for 2004, when the cash use from operations was US\$22 million (R\$61 million).

Molson Coors Brewing Company is the fifth largest brewer in the world. It sells its products in North America, Europe, Latin America

and Asia. Molson Coors is the leading brewer in Canada, the second largest in the U.K, and the third largest brewer in the U.S. The company's brands include Coors Light, Molson Canadian, Molson Dry, Carling, Kaiser, Coors, and Zima XXX. For more information on Molson Coors, visit the company's website, <http://www.molsoncoors.com>.

QuickLinks

Molson Coors Announces Changes For Brazilian Operations to Diminish Financial Risk

End of Filing

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