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CONTACT:

Susan Duffy

American Beverage Licensees

301-656-1494 | day@ablusa.org

ABL to Honor Peter Coors with 2016 Top Shelf Award

Award will be presented at the 14th Annual ABL Meeting in Denver

May 3, 2016 – Bethesda, MD – American Beverage Licensees (ABL) is proud to announce that Peter Coors, Chairman of the Board of MillerCoors and Vice Chairman of the Board of Molson Coors Brewing Company, is the 2016 ABL Top Shelf Award honoree and will be recognized at the 14th Annual ABL Meeting on June 13, 2016 in Denver, Colorado.

The ABL Top Shelf Award, the highest honor presented by America's beer, wine and spirits retailers, recognizes those who have demonstrated professional excellence in the beverage alcohol industry and have had a positive influence in their community.

An icon in the brewing industry, Mr. Coors joined Adolph Coors Company in 1971, serving in a number of different executive and management positions. During that time, the company marked a number of historic industry milestones including the introduction of Coors Light, currently the second best-selling beer in the United States, the successful merger with Molson Brewing Company and a merger with SAB Miller to create the joint venture MillerCoors. These significant developments have left an indelible impact on the beer industry.



Peter Coors

“When it comes to the beer industry, only a handful of individuals are recognized by occasional consumers and industry enthusiasts alike, and Peter Coors is one of those ambassadors,” said ABL Executive Director John Bodnovich. “We’re excited to honor a pioneer in the American brewing industry and someone who also sees the bigger picture when it comes to giving back to his community.”

Mr. Coors served as a director of Coors Brewing Company, the company's US-based subsidiary, beginning in 1973, was Chief Executive Officer from 1992 to 2000, and was named Executive Chairman in 2002. He previously served as chairman of the board of Adolph Coors Company from 2002 to 2005, and was chief executive officer from May 2000 to July 2002.

A strong supporter of civic participation and charitable causes, Mr. Coors serves on numerous community and civic boards, including the University of Colorado Hospital, National Western Stock Show, Castle Rock Foundation, Seeds of Hope Foundation and the Denver Area Council of the Boy Scouts of America. He has also been a candidate for statewide political office.

Peter Coors will be honored with the ABL Top Shelf Award at the 14th Annual ABL Meeting being held in Denver, Colorado June 12-14, 2016. For more information about the event, visit the [ABL Annual Meeting website](#) or www.ablusa.org.

American Beverage Licensees is the preeminent national trade association for beverage alcohol retailers. Direct retail beverage alcohol sales in the United States generate as many as 1.77 million well-paying jobs. ABL's thousands of on-premise and off-premise licensee members are independent and often family-owned establishments. The beverage retailing industry pays over \$19.3 billion in federal taxes and \$16.9 billion in state and local taxes. To learn more about ABL, visit www.ablusa.org.