

COORS ADOLPH CO  
Form 4  
January 04, 2005

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
COORS PETER H

(Last) (First) (Middle)

C/O ADOLPH COORS  
COMPANY, 311 10TH STREET,  
NH 300

(Street)

GOLDEN, CO 80401

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
COORS ADOLPH CO [RKY]

3. Date of Earliest Transaction  
(Month/Day/Year)  
12/31/2004

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chairman of the Board

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 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. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction 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 Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Class B Common Stock (non-voting)	12/31/2004	12/31/2004	I		10,945	A	\$ 75.855
Class A (Adolph Coors Jr. Trust) NO CHANGE					1,260,000	I	
Class B (non-voting)					1,470,000	I	
							One of five Trustees (1)
							One of five

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(Adolph Coors Jr. Trust) NO CHANGE							Trustees <u>(1)</u>
Class B Common Stock (non-voting) NO CHANGE					262.41	I	401(K) Plan <u>(5)</u>
Class B Common Stock (non-voting) NO CHANGE					532	I	Held by Wife <u>(2)</u>
Class B Common Stock (non-voting) NO CHANGE					3,123	I	Held by Children <u>(3)</u>

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**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.**

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction 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 (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock	<u>(4)</u>					<u>(4)</u>	<u>(4)</u>	Class B Common	<u>(4)</u>

Option  
(right to  
buy)

Stock

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COORS PETER H C/O ADOLPH COORS COMPANY 311 10TH STREET, NH 300 GOLDEN, CO 80401	X			Chairman of the Board

## Signatures

Annita Menogan as agent for Peter H.  
Coors  
12/31/2004

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

- \* 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).
- (1) Reporting Person is a trustee and beneficiary with others of this trust.
  - (2) The Reporting Person disclaims beneficial ownership of all securities held by his wife and this report should not be deemed an admission that the Reporting Person is the beneficial owner of such securities for purposes of Section 16 or for any other reason.
  - (3) The Reporting Person disclaims beneficial ownership of all securities held by his children and this report should not be deemed an admission that the Reporting Person is the beneficial owner of such securities for purposes of Section 16 or for any other reason.
  - (4) The Reporting Person owns 805,130 options with various exercise prices and various expiration dates.  
The amount of securities in the Reporting Person's 401(k) is derived by combining the value of contributions by Reporting Person to his 401(k) plus the Company matches to the Reporting Person's 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 Person's 401(k) account.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.