



**MOLSON**  
**COORS** beverage  
company

HOW TO READ  
**CODE**  
**DATES**



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At Molson Coors Beverage Company, we put our best in every bottle.

Our uncompromising dedication to quality has been priority number one since we've been in the beer business.

To ensure the highest quality product is available for our consumers, we have created an easy-to-read product coding system. Our domestic and import beers all adhere to strict freshness standards. Every bottle, can and keg that we produce or import includes this information so that you can determine when the beer is at its peak freshness.

Should you ever have a question on any of our products or need information about quality, please call 1-800-645-5376.

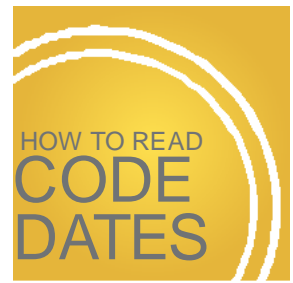
Thank you for choosing Molson Coors products. Cheers!

*Beverages sold in the U.S. market only.*

In the following example, the pull date (or best before date) is: July 25, 2016. To ensure the best beer experience, this is the last day the product should be available for sale.

The primary package is the package in which a unit of the product is sold, and the secondary package is the outer package. For example, a bottle or can of beer is the primary package, and the carton which holds the bottles or cans is the secondary package.

Should you ever encounter a quality question or concern, please have the following information (either from the primary or secondary package) ready and call 1-800-645-5376.



## PULL DATE CODES

### Primary Package Sample:

JUL2516  
A01212359

LINE 1: JUL 25 16  
 ↑        ↑        ↑  
 Month    Day    Year

### Secondary Package Sample:

JUL2516  
A01212359 22222

LINE 2: A 01 21 23 59 22222  
 ↑        ↑        ↑        ↑        ↑        ↑  
 Production Day of the Week    Production Site    Hour    Minute    SKU #  
 A=Monday

Production Site Codes: 01 = Milwaukee, 04 = Ft. Worth, 06 = Irwindale, 07 = Albany, 08 = Trenton, 10 = Golden, 20 = Chippewa Falls, 21 = Tenth Street, 30 = Shenandoah, 86 = Blues City Brewery

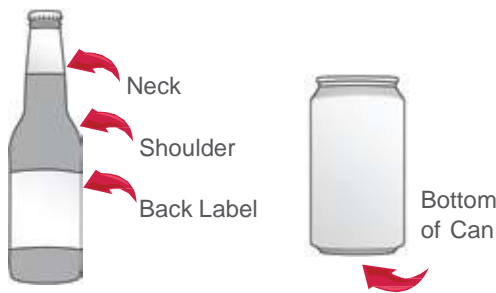
Please note: SKU# is not present on primary packaging and may or may not be present on secondary packaging.

Our domestic packaged brands typically have a shelf life of between 18 and 26 weeks predicated on the particular brand and its intrinsic characteristics. Imported products will normally have a somewhat longer shelf life due to the logistics required to get them into US markets and the nature of the brands.

For draught beer (keg product) we typically use a pull date of 9 to 13 weeks predicated on the nature of the brand. Imported draught beer will also have a longer shelf life (for the same reasons as noted above).

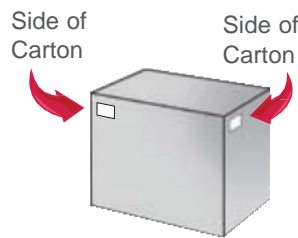
## PULL DATE LOCATIONS

### Primary Packages



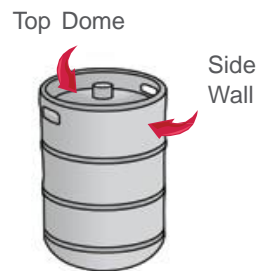
The primary packaging code is found on the bottle or can itself. Pull date locations for bottles vary by brand, and may be found on the neck label, shoulder of the bottle or back label. For cans, the pull date is located on the bottom of the can.

### Secondary Packages



Location of the pull date code on secondary packaging is determined by package artwork and is generally printed in the upper left-hand corner of the packaging. It can be on the long or short side of the package.

### Kegs



Pull date code locations for kegs can be found on the top dome or the side wall. An abbreviated brand name will be part of the code.

\*The pull dates on kegs match the line one printed on the bottles and cans.

\*\*As a reminder, if you have a quality question or concern, please call 1-800-645-5376.

# BATCH CODE

Product code is placed on the neck of the bottle or the bottom of the can, consisting of 14 characters, explained below.

Sol Code Dates are reflected as Best Before Date: BBD MMMYYY.

Example: BBD JAN2018

The pull date is the LAST DAY of the month shown.

## FIRST ROW EXAMPLE

|     |      |             |             |                  |                   |      |        |
|-----|------|-------------|-------------|------------------|-------------------|------|--------|
| L   | 7    | 016         | 484         | C                | A                 | 22   | 00     |
| LOT | YEAR | JULIAN DATE | MEXICO CODE | BREWERY (TOLUCA) | PRODUCT LINE (10) | HOUR | MINUTE |

L7016484CA2200

BBD AUG 2018

|                  |  |      |
|------------------|--|------|
| BBD              | AUG  | 2018 |
| BEST BEFORE DATE | MONTH<br>*PULLDATE = AUG 31<br>LAST DAY OF THE MONTH | YEAR |

- A = Tecate
- B = Navojoa
- C = Toluca
- D = Guadalajara
- E = Orizaba
- F = Monterrey

## SECOND ROW EXAMPLE

## BREWERY CODE



For Bottles, BBDs are located on the **SHOULDER** of the bottle.



For Cans, BBDs are located on the **BOTTOM** of the can.



These codes are the same on **PRIMARY** and **SECONDARY** packaging.