

Molson Coors Beverage Company Limited

Burton on Trent

Customer Service Number: 0345 6000 888

03/01/2025

Dear Customer,

I am writing to inform you of upcoming price changes for products supplied by Molson Coors to the On Premise. This applies to both Molson Coors owned brands and those owned by third parties but supplied by Molson Coors.

These price changes will be applied alongside the previously communicated changes to duty rates announced in the budget on 30th October 2024.

New prices and duty rates will take effect for deliveries made on or after 1 February 2025. An updated list price schedule can be found [HERE](#).

In recognition of increasing consumer demand for lower strength products, we have taken the decision to reformulate two of our brands in early 2025.

Coors: The ABV of Coors in keg will change from 4% to 3.4% during February 2025, with can and bottle pack formats following later in the year. Keg Pricing for both abv variants is shown on the attached price schedule. This is part of an overall refresh on the Coors brand and your Molson Coors contact will be happy to share more information.

Rekorderlig Bottle & Can: The ABV of Rekorderlig in can and bottle formats will be transitioning from 4% to 3.4% from March 2025, following the successful launch of Rekorderlig Peach & Raspberry and Blackberry & Blackcurrant 3.4% variants in 2024. Pricing for both abv variants is shown on the attached price schedule.

These changes will ensure that we continue to offer the broadest choice to consumers across our portfolio, including meeting the rising trend for lower and no alcohol options. We'll be investing in new and exciting marketing plans for Coors & Rekorderlig in the coming year and we look forward to sharing those plans with you.

Your Molson Coors account manager will be able to provide further detail of how these changes affect your individual agreement.

Finally, I would like to take this opportunity to thank you for your custom during 2024 and wish you all the very best for 2025.

Yours sincerely,



**Kevin Fawell
Sales Director
Molson Coors Beverage Company Limited**