



The Coors Banquet® Story

Coors Banquet is brewed with 100% pure Rocky Mountain water and the best High Country barley, just as it was in 1873. And over 140 years later, the Banquet Beer is still made in one place: Golden, Colorado. We partner with farmers to grow our own barley and malt it right in Golden. It's no easy process, but it makes our beer better. And at the end of the day, that's what matters. Sure you could say we're stubborn. But to us, there's no sense in changing what already works.



Legend has it that in the late 1800s, thirsty miners threw celebratory banquets, with Coors as the honorary beer because of its superior craftsmanship. And that's how Coors was nicknamed "The Banquet Beer."

Coors distribution reached only 10 western states by 1939. A "Coors Mystique" began to develop because of this limited distribution. Consumers from the eastern half of the country went to great lengths to bring back the beloved beer. It wasn't sold east of the Mississippi until 1981, and in 1991 finally hit all 50 states.

Menu Description Choose the description that works best for your establishment.

Coors Banquet American Premium Lager
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A full-flavored lager that has well-balanced malty and fruity notes, low bitterness, and light body to deliver a crisp, smooth finish. Brewed with 100% Rocky Mountain water since 1873.

Style and Brand Characteristics

Style: American Lager

History: Coors Banquet has been brewed the same way in the same brewery since 1873 with high country barley and Rocky Mountain water, so it always has the same full-flavored taste with a smooth finish.

Overall Impression: Coors Banquet contains well-balanced malty and fruity notes, low bitterness, and light body, delivering a crisp, smooth finish, with little aftertaste.

Food Pairing: Sweet maltiness contrasts spicy foods and the beer's carbonation cuts through rich, creamy dishes such as chicken tikka masala.



Color: Gold



Perceived bitterness: Low



Alcohol content: Normal

Brand Facts

- ▶ Coors Banquet is the beer Adolph Coors first brewed in 1873. And in 1893, it won its first award at the Chicago World's Fair.
- ▶ When Prohibition hit, Adolph Coors diversified his company into other industries including real estate, cement, malted milk, and porcelain. During this time, Adolph invested much of his personal fortune to keep the citizens of Golden employed and his company in business.
- ▶ Coors Banquet is the official sponsor of the Pro Rodeo Cowboy Association (PRCA).
- ▶ The 1970s blockbuster movie "Smokey and the Bandit" told the story of Coors bootleggers and their Texas-to-Atlanta beer run.
- ▶ Coors Banquet introduced the Banquet Bottle in 2013. The shorter, stubbier bottle saves on glass and shipping.
- ▶ Coors Banquet
 - World Beer Cup®**
 - American-style Lager (bronze medal, 2014)
 - American-style Premium Lager (gold medal, 2002)
 - Great American Beer Festival®**
 - American-style Lager or Light Lager (bronze medal, 2014)
 - American-style Lager or Premium Lager (gold medal, 2009)
 - American-style Premium Lager (gold medal, 2004)
 - American-style Premium Lager (bronze medal, 2002)
 - American-style Premium Lager (silver medal, 2001)
 - American-style Premium Lager (gold medal, 1996)
 - American-style Premium Lager (bronze medal, 1995)
 - American-style Premium Lager (silver medal, 1994)
 - American-style Premium Lager (silver medal, 1989)