



The Molson Canadian® Story

Our Land. Our People. Our Brew. That's what makes us so proud to brew Molson Canadian, our signature beer.



Around the world, Canada is seen as a shining example of nature at its best. We have thousands of freshwater lakes and barley fields as far as the eye can see. That's what makes us so proud to brew Molson Canadian, our signature beer. Brewed without preservatives, from St. Johns to Vancouver, over 3000 Canadians have a hand in bringing Molson Canadian to their family, their friends, and their communities. That's why we make sure our award winning lager is as clean, crisp and fresh as the incredible country it comes from. It simply tastes like no other; crisp, refreshing and full-bodied beer. Molson Canadian will definitely appeal to the discerning American palate.

It is a brand with a long legacy and a true Canadian heritage; first launched in Canada in 1959 from a brewery originally founded by John Molson in 1786, Molson Canadian comes with a history and a tradition in brewing only the finest beers.

We hope you enjoy it as much as we enjoy brewing it.

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

Molson Canadian Imported Premium Lager
5.0% | 16oz | \$\$ | MolsonCoors, Toronto, Canada

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Brewed with Canadian water, prairie barley, and no preservatives to deliver a perfect balance of sweetness and subtle hop bitterness.

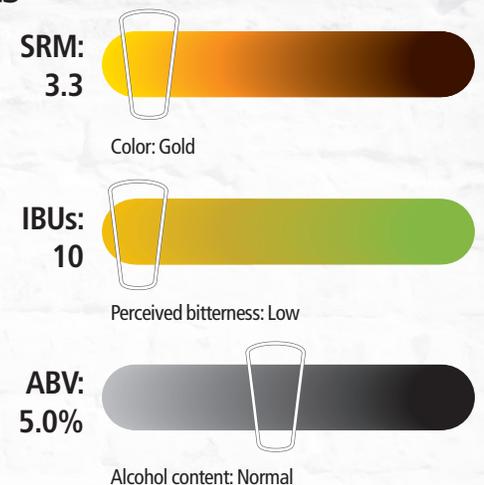
Style and Brand Characteristics

Style: Premium Lager

History: Molson Canadian was introduced by Molson in 1959 using only the highest quality ingredients.

Overall Impression: The perfect balance of sweetness, subtle hop bitterness, and medium body work in harmony on the palate. The finish delivers fruity esters and a slightly hoppy aftertaste.

Food Pairing: This balanced lager pairs well with Canadian white cheddar, crisp fish and chips, organic salmon and vegetables, or succulent white meats fresh off the barbeque.



Brand Facts

- ▶ Molson Canadian is brewed in Canada by North America's oldest brewery, founded in 1786.
- ▶ Molson Canadian was introduced by Molson in 1959.
- ▶ Molson Canadian is The Official Imported Beer of the National Hockey League (2011–2020).
- ▶ The Molson family became the official owners of the Montreal Canadiens for the first time in 1957. After various owners including the Molson Brewery, the Molson family acquired the team once again in 2009.
- ▶ Molson Canadian
International Monde Selection
gold medal (2004)
gold medal (2002)
gold medal (2001)
gold medal (1997)
gold medal (1991)
gold medal (1990)
gold medal (1989)
World Beer Cup®
American-style Lager (silver medal, 2002)