



THE MANY FACES OF BUSINESS



Developing



Supplier



Diversity



Opportunities

For more information, contact: supplier.diversity@coors.com

The Coors Tradition

Adolph Coors was 26 years old when he opened his brewery in Golden, Colorado, in 1873.

Adolph had learned his craft as a brewer's apprentice in his native Germany. He came to the United States as a penniless stowaway in 1868 and headed west, arriving in the Colorado Territory with a dream of opening his own brewery.

On a visit to Golden, west of Denver in the foothills of the Rockies, Adolph found natural springs that produced perfect brewing water. It was here that he built his brewery.

Adolph was an expert brewer with an unwavering devotion to producing only the highest quality, finest tasting and most

refreshing beers. It was this commitment that made the brewery an immediate success.

Today, Coors is the nation's third-largest brewer and still brews beer at the same location in Golden. To meet growing demand, Coors added a brewery in Memphis and packaging facility in Virginia's Shenandoah Valley.

While Coors is known for using only the finest brewing water, making the best beers requires the best barley as well. Coors developed its own varieties of 2-row barley that are grown exclusively for Coors at high altitude by farmers in Colorado, Wyoming, Montana and Idaho.



The passion for brewing and commitment to quality and service established by Adolph Coors can be found today in the men and women who brew and sell Coors products. This heritage of brewing excellence remains the hallmark of Coors Brewing Company.



Coors Brewing Company is committed to diversity in the marketplace and the workplace.

Supplier Diversity is an integral part of Coors' overall commitment to diversity. Our Supplier Diversity process is inclusive and seeks to broaden the pool of suppliers that want to

A member of the National Minority Supplier Development Council, Coors supports local and regional minority supplier development councils throughout the nation.

At Coors, we know that the more we involve and include people of different backgrounds, styles and cultures, the more we are able to create and foster new ways of doing business.

OUR PROCESS IS INCLUSIVE AND SEEKS TO BROADEN THE POOL OF SUPPLIERS THAT WANT TO DO BUSINESS WITH COORS.

Introduction

do business with Coors. Businesses from the following groups are part of the Supplier Diversity process.

- African Americans
- Asian Pacific and Asian Indian Americans
- Hispanic
- Native Americans
- Women

Coors actively solicits qualified suppliers. Coors wants to establish mutually beneficial relationships that can turn into long-range partnerships.

We support Minority and Women Business Enterprises

(MWBE) by participating in business networking exchanges, seminars, special events and trade fairs and by making direct and in-kind contributions to MWBE programs.



WE WILL WORK HARD TO IDENTIFY AND DEVELOP MINORITY AND WOMEN SUPPLIERS AND TO ELIMINATE ANY BARRIERS TO BUSINESS DEVELOPMENT.

Minority Business Policy

Strengthening the minority business community economically contributes to overall economic growth and the expansion of our markets. By forming partnerships with minority and women suppliers, we will drive their growth and development and we will assist them in fulfilling our expectations for quality, delivery and cost of goods and services.

At Coors, we give minority and women businesses an opportunity to compete with all other suppliers in the competitive marketplace.

In general, purchasing policies are based on standard business practices with suppliers chosen for their ability to meet Coors'

needs – competitively.

In addition, we will work hard to identify and develop minority and women suppliers and to eliminate any barriers to business development.

We demand the very best from our suppliers. In return, we offer a solid commitment to doing business with firms that provide quality products and services.



Definitions

M Minority-and-Women-Owned Business Enterprises

Definitions: A minority-owned business enterprise (MBE) or women-owned business enterprise (WBE), is a for-profit enterprise, regardless of size, physically located in the United States or its trust territories, which is owned, operated and controlled by a minority or woman. "Minority group members" are U. S. Citizens who are African American, Hispanic American, Native American, Asian-Pacific American and Asian-Indian American. Minority or woman ownership must be 51 percent to qualify, whether the business is publicly or privately held. If publicly held, the minority group or women members must hold 51 percent of its stock. Additionally, the management and daily operations are controlled by those minority group or women members.

Coors uses the following definitions, developed by the National Minority Supplier Development Council (NMSDC), for purposes of identifying minority-owned businesses. The definition for a non-minority woman is one that is commonly accepted and utilized in the United States and was not developed by the NMSDC.

MINORITY GROUP MEMBER An individual who is at least one-quarter or 25% minimum of the following ethnic classification shall be recognized as a minority member of that group.

AFRICAN AMERICAN A U.S. citizen having origins in any of the black racial groups of Africa.

ASIAN-INDIAN A U.S. citizen whose origins are from India, Pakistan, or Bangladesh.

ASIAN-PACIFIC A U.S. citizen whose origins are from Japan, China, Taiwan, Korea, Vietnam, Laos, Cambodia, the Philippines, Samoa, Guam, the U.S. Trust Territories the Pacific or the Northern Marianas.

HISPANIC A U.S. citizen of true-born Hispanic heritage, from the Spanish-speaking areas of Latin America or the following regions: Mexico, Central America, South America, and the Caribbean Basin only.

NATIVE AMERICAN A person who is an American Indian, Eskimo, Aleut or Native Hawaiian, and regarded as such by the community of which that person claims to be a part. Native Americans must be documented members of a North American tribe, band or otherwise organized group of native people who are indigenous to the continental United States and proof can be provided through a Native American Blood Degree Certificate (i.e., tribal registry, letter, or tribal roll register number).

NON-MINORITY WOMAN A U.S. female citizen who is not a member of any of the previously described minority classifications.

Process

Please complete the Coors Minority and Women Supplier Information form. Indicate the geographical areas where you are capable of doing business. Include brochures, pamphlets, rate cards, MWBE certification and other information about your company and its goods and services. Feel free to attach a page that describes where your product or service fits within the Coors Brewing Company. Return the completed form and attach your company information to the address listed on the form.

When this information is received, it will be evaluated by the persons responsible for procuring the products and services. While we may not need what you provide, your information will be entered on our database for future reference. Where appropriate, we also pass on your company name and contact to other suppliers.

COORS IS INTERESTED IN YOUR ECONOMIC DEVELOPMENT.

The Coors logo, featuring the word "Coors" in a white, cursive script font, set against a red rectangular background.

Summary

Our procurement programs result in increased purchases from qualified suppliers, and we provide opportunities to small-, minority- and women-owned suppliers.

We believe you can experience exciting new challenges and opportunities by doing business with Coors. We share our vision with our business partners and provide them the opportunity to be part of our family.

Coors is committed to developing mutually beneficial relationships with a diverse group of suppliers,

including minority- and women-owned businesses.

The Supplier Diversity process ensures that suppliers have opportunities to provide the materials and services required by Coors, the nation's third-largest brewer. By returning revenue dollars to the community in the form of purchases, minorities and women can join America's competitive economic system.

AT COORS, WE UNDERSTAND SUPPLIER DIVERSITY.





Coors Brewing Company
Golden, Colorado

**MINORITY AND WOMEN
SUPPLIER INFORMATION**

CI-3821

COMPANY		COMPANY ADDRESS	
PHONE NUMBER	FAX NUMBER	STANDARD INDUSTRIAL CLASSIFICATION CODE(S)	
COMPANY OWNER	E-MAIL ADDRESS	WEBSITE	
FEDERAL ID NUMBER		CONTACT - IF DIFFERENT THAN OWNER	

IS YOUR COMPANY 51% OR MORE OWNED, MANAGED AND CONTROLLED BY A WOMAN?

YES NO

WHAT PERCENTAGE OF YOUR COMPANY IS MINORITY OWNED, MANAGED AND CONTROLLED?

% ASIAN _____ % AFRICAN AMERICAN _____ % HISPANIC _____

% NATIVE AMERICAN _____ % OTHER (PLEASE LIST) _____

**NOTE: A COPY OF YOUR MINORITY / WOMEN BUSINESS CERTIFICATION MUST BE RETURNED WITH THIS FORM.
CERTIFICATION MUST BE MADE CURRENT.**

1. TYPE OF BUSINESS

MANUFACTURER DISTRIBUTOR FABRICATOR SERVICE PROVIDER OTHER (SPECIFY) _____

A. LIST THE SPECIFIC COMMODITIES AND / OR SERVICES THAT YOU SUPPLY. (PLEASE ATTACH A LINE CARD OR BROCHURE)

2. YEAR COMPANY WAS ESTABLISHED

3. NUMBER OF EMPLOYEES /% OF MINORITY EMPLOYEES

4. ANNUAL SALES FOR LAST 3 YEARS

19_____ \$ 19_____ \$ 20_____ \$

5. GEOGRAPHICAL AREA SERVICED BY YOUR COMPANY

6. NAMES OF COMPANIES TO WHOM YOU HAVE SOLD WITHIN THE LAST 12 MONTHS (INCLUDE CONTACT NAME AND PHONE NUMBER)

1. _____

2. _____

3. _____

4. _____

7. ARE YOU INTERESTED IN MARKETING TO:

GOLDEN, COLORADO BREWERY SHENANDOAH, VIRGINIA BREWERY MEMPHIS, TENNESSEE BREWERY

I CERTIFY THAT THIS INFORMATION IS COMPLETE AND ACCURATE. COORS WILL BE NOTIFIED IN WRITING OF ANY CHANGES IN THE ABOVE INFORMATION.

SIGNED _____ DATE _____

TITLE _____

PLEASE COMPLETE AND RETURN WITH MINORITY / WOMEN BUSINESS CERTIFICATION

TO: **MANAGER SUPPLIER DIVERSITY**

**COORS BREWING COMPANY
P.O. BOX 4030, BC 525
GOLDEN, COLORADO 80401-0030**