



Molson Coors Position – Alcohol and Health

For many adults in many cultures, enjoying a beer, spirits, or wine is an important part of their social lives. Many lifestyle choices carry potential risks and benefits. While some people choose not to drink, health authorities in many countries have developed national drinking guidelines to provide guidance on moderate consumption. We believe that for adults of legal drinking age, moderate alcohol consumption can be part of a well-balanced lifestyle.

Various health authorities and medical studies state that moderate consumption of alcohol may be associated with certain health benefits for some adults, including a protective effect against cardiovascular disease and diabetes. However, studies have also found that regular heavy drinking has been associated with a number of illnesses, including liver disease, high blood pressure, and an increased risk of certain types of cancer. Some studies have even reported an association between moderate alcohol consumption and an increased risk of breast cancer.

We do not recommend that anyone drink alcohol for its potential health benefits. For adults who do choose to drink, it is important to drink in moderation, avoid driving while intoxicated, and not drink during pregnancy. Those with specific questions about their own drinking are encouraged to consult their healthcare professionals. Together, they can determine what is best, based on individual risk factors, including family history, genetics, and lifestyle. For some people, the better choice may be to not drink at all.

We are committed to promoting the moderate consumption of our products and encouraging responsible choices about alcohol.