At Molson Coors Beverage Company, we put our best in every bottle.

Our uncompromising dedication to quality has been priority number one since we’ve been in the beer business.

To ensure the highest quality product is available for our consumers, we have created an easy-to-read product coding system. Our domestic and import beers all adhere to strict freshness standards. Every bottle, can and keg that we produce or import includes this information so that you can determine when the beer is at its peak freshness.

Should you ever have a question on any of our products or need information about quality, please call 1-800-645-5376.

Thank you for choosing Molson Coors products. Cheers!

*Beverages sold in the U.S. market only.*
In the following example, the pull date (or best before date) is: July 25, 2016. To ensure the best beer experience, this is the last day the product should be available for sale.

The primary package is the package in which a unit of the product is sold, and the secondary package is the outer package. For example, a bottle or can of beer is the primary package, and the carton which holds the bottles or cans is the secondary package.

Should you ever encounter a quality question or concern, please have the following information (either from the primary or secondary package) ready and call 1-800-645-5376.

**PULL DATE CODES**

**Primary Package Sample:**

JUL2516  
A01212359

**Secondary Package Sample:**

JUL2516  
A01212359 22222

**Production Site Codes:** 01 = Milwaukee, 04 = Ft. Worth, 06 = Irwindale, 07 = Albany, 08 = Trenton, 10 = Golden, 20 = Chippewa Falls, 21 = Tenth Street, 30 = Shenandoah, 86 = Blues City Brewery

**PULL DATE LOCATIONS**

**Primary Packages**

- Neck
- Shoulder
- Back Label
- Bottom of Can

The primary packaging code is found on the bottle or can itself. Pull date locations for bottles vary by brand, and may be found on the neck label, shoulder of the bottle or back label. For cans, the pull date is located on the bottom of the can.

**Secondary Packages**

- Side of Carton
- Side of Can

Location of the pull date code on secondary packaging is determined by package artwork and is generally printed in the upper left-hand corner of the packaging. It can be on the long or short side of the package.

**Kegs**

- Top Dome
- Side Wall

Pull date code locations for kegs can be found on the top dome or the side wall. An abbreviated brand name will be part of the code.

*The pull dates on kegs match the line one printed on the bottles and cans.

**As a reminder, if you have a quality question or concern, please call 1-800-645-5376.**
**BATCH CODE**

Product code is placed on the neck of the bottle or the bottom of the can, consisting of 14 characters, explained below.

Sol Code Dates are reflected as Best Before Date: BBD MMMYYY.
Example: BBD JAN2018

The pull date is the LAST DAY of the month shown.

### FIRST ROW EXAMPLE

<table>
<thead>
<tr>
<th>L</th>
<th>7</th>
<th>016</th>
<th>484</th>
<th>C</th>
<th>A</th>
<th>22</th>
<th>00</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOT</td>
<td>YEAR</td>
<td>JULIAN DATE</td>
<td>MEXICO CODE</td>
<td>BREWERY (TOLUCA)</td>
<td>PRODUCT LINE (10)</td>
<td>HOUR</td>
<td>MINUTE</td>
</tr>
</tbody>
</table>

**L7016484CA2200**

**BBD AUG 2018**

- **BBD AUG 2018**
  - BEST BEFORE DATE
  - MONTH *PULL DATE = AUG 31
  - LAST DAY OF THE MONTH
  - YEAR
  - A = Tecate
  - B = Navojoa
  - C = Toluca
  - D = Guadalajara
  - E = Orizaba
  - F = Monterrey

**SECOND ROW EXAMPLE**

**BREWERY CODE**

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