

COORS JOE JR
Form 3
February 22, 2005

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0104
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

| | | | | |
|--------------------------------------------|---------|--------------------------------------|------------------------------------------------------------------------|------------------------------------------------------|
| 1. Name and Address of Reporting Person * | | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol | |
| Â COORS JOE JR | | (Month/Day/Year) | MOLSON COORS BREWING CO [TAP] | |
| (Last) | (First) | (Middle) | 02/09/2005 | |
| C/O COORS FAMILY TRUSTS,Â MAIL STOP VR 900 | | | 4. Relationship of Reporting Person(s) to Issuer | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| (Street) | | | (Check all applicable) | |
| GOLDEN,Â COÂ 80401 | | | <input type="checkbox"/> Director | <input checked="" type="checkbox"/> 10% Owner |
| (City) | (State) | (Zip) | <input type="checkbox"/> Officer | <input type="checkbox"/> Other |
| | | | (give title below) | (specify below) |
| | | | 6. Individual or Joint/Group Filing(Check Applicable Line) | |
| | | | <input checked="" type="checkbox"/> Form filed by One Reporting Person | |
| | | | <input type="checkbox"/> Form filed by More than One Reporting Person | |

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|------------------------------------|----------------------------------------------------------|-------------------------------------------------------------------|----------------------------------------------------------|
| Class B Common Stock | 9,252,994 | I | By: Keystone Financing LLC ⁽¹⁾ |
| Class B Common Stock | 532 | I | Held by JCGC Foundation ⁽²⁾ |
| Class B Common Stock | 532 | I | Held by wife ⁽³⁾ |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying | 4. Conversion | 5. Ownership | 6. Nature of Indirect Beneficial Ownership |
|-----------------------------------------------|-------------------------------------------------------------|----------------------------------------------|---------------|--------------|--------------------------------------------|
|-----------------------------------------------|-------------------------------------------------------------|----------------------------------------------|---------------|--------------|--------------------------------------------|

Edgar Filing: COORS JOE JR - Form 3

| Date Exercisable | Expiration Date | Title | Derivative Security (Instr. 4) Amount or Number of Shares | or Exercise Price of Derivative Security | Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5) | (Instr. 5) |
|------------------|-----------------|-------|--------------------------------------------------------------|------------------------------------------|-----------------------------------------------------------------------|------------|
|------------------|-----------------|-------|--------------------------------------------------------------|------------------------------------------|-----------------------------------------------------------------------|------------|

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---------------------------------------------------------------------------------|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| COORS JOE JR C/O COORS FAMILY TRUSTS MAIL STOP VR 900 GOLDEN, CO 80401 | Â | Â X | Â | Â |

Signatures

/s/ Joseph Coors, Jr. 02/21/2005

__Signature of Reporting Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 5(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
 - (1) Keystone Financing LLC ("Keystone") is a limited liability company that directly owns the reported securities. The members of Keystone, including the May Kistler Coors Trust dated, September 24, 1965 (the "Trust"), have dispositive power over the reported securities only in the event of a sale of all or substantially all of the assets of Keystone. The Reporting Person is trustee of the Trust, and in such capacity has, along with the other trustees of the Trust, dispositive power over the reported securities. As such, the Reporting Person is reporting beneficial ownership of all stock held by Keystone directly and the Trust indirectly, but disclaims beneficial ownership of the reported securities owned by Keystone and the Trust except to the extent of his pecuniary interest therein.
 - (2) The JCGC Foundation (the "Foundation") is a donor-advised public foundation managed by Christian Community Foundation, its advisor. The Reporting Person has dispositive authority solely for the benefit of the Foundation and, as such, is reporting beneficial ownership of the stock held directly by JCGC but disclaims beneficial ownership of such reported securities.
 - (3) The Reporting Person disclaims beneficial ownership of all securities held by his wife and this report should not be deemed an admission that the Reporting Person is the beneficial owner of such securities for purposes of Section 16 or for any other reason.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.