

MOLSON COORS BREWING CO  
Form 3  
January 05, 2015

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

OMB APPROVAL

OMB Number: 3235-0104  
Expires: January 31, 2015  
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 <b>and</b> Ticker or Trading Symbol	
Â Cox Simon		(Month/Day/Year)	MOLSON COORS BREWING CO [TAP]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
1225 17TH STREET, SUITE 3200		01/01/2015	(Check all applicable)	
(Street)			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
DENVER,Â COÂ 80202			<input type="checkbox"/> Officer	<input type="checkbox"/> Other
(City)	(State)	(Zip)	(give title below)	(specify below)
			Pres&CEO, Molson Coors Europe	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	8,512 <sup>(1)</sup>	D	Â

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 Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
--	--	---	--	--	---

Edgar Filing: MOLSON COORS BREWING CO - Form 3

	Date Exercisable	Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Employee Stock Option (Right to Buy)	Â (2)	03/15/2015	Class B Common Stock	4,000	\$ 37.18	D	Â
Employee Stock Option (Right to Buy)	Â (2)	03/16/2016	Class B Common Stock	1,800	\$ 34.57	D	Â
Employee Stock Option (Right to Buy)	Â (2)	05/14/2019	Class B Common Stock	9,497	\$ 42.02	D	Â
Employee Stock Option (Right to Buy)	Â (2)	03/15/2020	Class B Common Stock	8,991	\$ 43.13	D	Â
Employee Stock Option (Right to Buy)	Â (2)	03/04/2021	Class B Common Stock	10,653	\$ 44.24	D	Â
Stock Appreciation Right	Â (3)	05/18/2017	Class B Common Stock	1,506	\$ 45.79	D	Â
Stock Appreciation Right	Â (3)	05/15/2018	Class B Common Stock	1,356	\$ 57.76	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Cox Simon 1225 17TH STREET, SUITE 3200 DENVER,Â COÂ 80202	Â	Â	Â Pres&CEO, Molson Coors Europe	Â

## Signatures

Kathleen M. Kirchner, by Power of Attorney  
01/05/2015

\_\_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).

The reporting person's holdings include: (i) 854 shares held directly; and (ii) 7,658 restricted stock units (RSUs) previously granted under (1) the Company's Incentive Compensation Program, which vest in full as follows: 2,740 RSUs on March 12, 2015, 2,709 RSUs on March 4, 2016 and 2,209 RSUs on March 7, 2017.

(2) The stock options are fully vested and exercisable.

Edgar Filing: MOLSON COORS BREWING CO - Form 3

- (3) The reporting person received a stock appreciation right (SOSAR) as an option to purchase shares of Class B common stock. The SOSAR is fully vested and the exercise of the SOSAR will result in the expiration of the employee stock option.

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.