

Coallier Robert
Form 4
March 01, 2005

FORM 4

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN 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 *
Coallier Robert

2. Issuer Name and Ticker or Trading Symbol
MOLSON COORS BREWING CO
[TAP.A; TAP]

5. Relationship of Reporting Person(s) to Issuer
(Check all applicable)
 Director 10% Owner
 Officer (give title below) Other (specify below)
Global Chief Bus. Dev. Officer

(Last) (First) (Middle)
C/O MOLSON COORS BREWING COMPANY, 311 10TH STREET, NH311

3. Date of Earliest Transaction (Month/Day/Year)
02/25/2005

GOLDEN, CO 80401-0030

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | | (A) or (D) | Price | | |
| | | | | Code | V | Amount | |
| Class B Common Stock | 02/25/2005 | | M | A | \$ 17,760 | 17,760 | D |
| Class B Common Stock | 02/25/2005 | | M | A | \$ 27.1107 | 47,759 | D |
| Class B Common Stock | 02/25/2005 | | S | D | \$ 69 | 0 | D |

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

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SEC 1474
(9-02)

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

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| | | | | Code | V (A) (D) | Date Exercisable Expiration Date | Title Amount or Number of Shares |
| Employee Stock Option (right to buy) | \$ 81.89 | | | | | 02/09/2005 03/09/2012 | Class B Common Stock 18,000 |
| Employee Stock Option (right to buy) | \$ 69.98 | | | | | 02/09/2005 05/12/2014 | Class B Common Stock 12,600 |
| Employee Stock Option (right to buy) | \$ 71.92 | | | | | 02/09/2005 05/02/2013 | Class B Common Stock 17,760 |
| Employee Stock Option (right to buy) | \$ 27.1107 | 02/25/2005 | | M | 29,999 | 02/09/2005 04/19/2010 | Class B Common Stock 29,999 |
| Employee Stock Option (right to buy) | \$ 50.0813 | 02/25/2005 | | M | 17,760 | 02/09/2005 05/17/2011 | Class B Common Stock 17,760 |
| Class B exchange shares of | (1) | | | | | 02/09/2005 (2) | Class B Common Stock 1,094 |

Molson
Coors
Canada
Inc.

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|--------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Coallier Robert C/O MOLSON COORS BREWING COMPANY 311 10TH STREET, NH311 GOLDEN, CO 80401-0030 | | | Global Chief Bus. Dev. Officer | |

Signatures

Annita M. Menogan as agent for Robert
Coallier

03/01/2005

__Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(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) The shares are convertible on a 1-for-1 basis.
 - (2) The Class B exchangeable shares are redeemable by a subsidiary of Molson Coors Brewing Company at any time after February 9, 2045, for Molson Coors Brewing Company Class B Common Stock or, for non-affiliates only, the equivalent value in cash.

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.