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COORS ADOLPH CO  
Form 8-K  
July 20, 2004

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 OR 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported) July 19, 2004

ADOLPH COORS COMPANY

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(Exact name of registrant as specified in its chapter)

Delaware	1-14829	84-0178360
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(State or other jurisdiction of incorporation)	(Commission File Number)	(IRS Employer Identification No.)

311 - 10th Street Golden, Colorado	80401
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(Address of principal executive offices)	(Zip Code)

Registrant's telephone number, including area code 303.279.6565

Not Applicable

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(Former name or former address, if changed since last report)

ITEM 5. OTHER EVENTS AND REGULATION FD DISCLOSURE

On July 19, 2004, Adolph Coors Company issued a press release confirming that the Company and Molson Inc. are in advanced discussions concerning a possible merger of equals between the two companies. Terms of the proposed transaction are still being discussed and are subject to final Board approvals. A copy of the press release is incorporated herein by reference as Exhibit 99.1.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: July 19, 2004

ADOLPH COORS COMPANY  
(Registrant)

/s/ Annita M. Menogan  
Annita M. Menogan, Secretary

EXHIBIT INDEX

Exhibit No.	Description
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99.1	Release dated July 19, 2004

