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COORS ADOLPH CO  
Form 8-K  
August 10, 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) August 10, 2004  
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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  
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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 August 10, 2004, Coors Brewing Company, a wholly-owned subsidiary of Adolph Coors Company, issued a press release announcing plans to add brewing capacity to the Company's Shenandoah packaging facility in Elkton, Virginia. A copy of this communication is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

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.

ADOLPH COORS COMPANY  
(Registrant)

Date: August 10, 2004

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

EXHIBIT INDEX  
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Exhibit No. -----	Description -----
99.1	Release dated August 10, 2004