

COORS ADOLPH CO  
Form 8-K  
October 01, 2004

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**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) **October 1, 2004 (September 29, 2004)**

**ADOLPH COORS COMPANY**

(Exact name of registrant as specified in its charter)

<b>Delaware</b> (State or other jurisdiction of incorporation)	<b>1-14829</b> (Commission File Number)	<b>84-0178360</b> (IRS Employer Identification No.)
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<b>311 10 Street</b> <b>Golden, Colorado</b> (Address of principal executive offices)	<b>80401</b> (Zip Code)
Registrant's telephone number, including area code <b>303.279.6565</b>	

**Not Applicable**

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

**ITEM 8.01. OTHER EVENTS**

On September 29, 2004, the Office of Fair Trading in the U.K. referred an agreement between Coors Brewers Limited (CBL), the Company's operating subsidiary in the United Kingdom, and Service Dispense Equipment Ltd. (SDE) to Britain's Competition Commission.

The agreement between CBL and SDE is to outsource the management and servicing of CBL's on-trade dispense equipment. Coors previously announced this agreement in a release filed with the Securities and Exchange Commission on August 3, 2004.

The Competition Commission is expected to report by March 15, 2005.

**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.

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ADOLPH COORS COMPANY  
(Registrant)

Date: October 1, 2004

By: /s/ ANNITA M. MENOCHAN

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Annita M. Menogan, Secretary

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SIGNATURES