

THE BEER DEMYSTIFIER *NEW YORK CITY FILES* 2009-2010

BREWERY PROFILE

Molson-Coors

[Global Corporate Mass Producer](#)

HQ: jointly in Canada and the USA



The world's 5th largest brewer by volume, created in 2005 from the merger of Coors and Canadian giant Molson. Their widespread 'Irish' brand, George Killian's Irish Red, is as Irish as the Rocky Mountains – it is brewed in Colorado. Molson-Coors has the 'Stealth micro' brand of *Blue Moon*, which bears no mention of Molson-Coors - even to the extent of using a separate stock of Blue Moon branded kegs. Blue Moon, a Belgian-style witbier, is a widespread corporate thief of tap lines and shelf space from genuine craft-brewed beers of a similar style. There are now several seasonal Blue Moon spin-offs. Molson-Coors is forming a 'craft beer subsidiary named 'AC Golden Brewing', with the sole purpose of creating more 'stealth micro' brands of faux microbrews. Details are currently not known of what is undoubtedly destined to steal even more shelf and cooler spaces and tap lines. Also, a recent development is an alliance with [SABMiller](#) for joint distribution of the two giants' brands in the U.S.

Molson-Coors controls Cobra Beer (Krait), which is brewed under contract at Wells & Youngs in Bedford, England. The Cobra (Krait) beers are listed among Molson-Coors' brands below.

Ratings

Each beer has been given a rating from one to five which should be interpreted as follows.

* Bland, one-dimensional, or tasting of cheap adjuncts – unenjoyable. Not recommended.

** Nothing special but may be worth trying if nothing better is available.

*** Good, recommended.

**** Great, highly recommended.

***** Exceptionally good, very highly recommended.

Ratings are based on personal taste although, in certain instances, outside evaluations have been used when a particular beer has not been sampled by the author/webmaster.

{S} after the beer name denotes seasonal availability.

- **Domestic**

Coors Non Alcoholic (0.5%) * < - LOW ALCOHOL BEER - >

Coors Light (4.2%) * < - LIGHT LAGER - > – Metallic, wimpy beer with practically no taste whatsoever apart from a brief crisp CO2 bite. Voraciously marketed to the wide-eyed public with moronic, nonsensical slogans such as 'cold brewed'. Ugh.

Keystone Light (4.2%) * < - LIGHT LAGER - > – A toothless fluid, popular with people who generally don't like the taste of beer.

Keystone Premium (4.4%) * < - STANDARD LAGER - >

George Killian's Irish Red (4.9%) ** < -DARK AMERICAN OR EURO LAGER - > – A bland dark lager that has not been within 3000 miles of Ireland.

Coors Extra Gold (5.0%) * < - STANDARD LAGER - >

Coors Original (5.0%) * < - STANDARD LAGER - > – Bland industrial lager, pointless unless there is a water shortage on a hot day.

Coors Winterfest {S} (5.2%) * < - AMERICAN AMBER ALE - >



Keystone Ice (5.9%) * < - STANDARD LAGER - >

- **Brewed in Brazil** (Kaiser, a subsidiary of Molson-Coors)

Bavaria Pilsen (4.3%) ** < - BOHEMIAN PILSNER - >

Palma Louca (4.6%) ** < - STANDARD LAGER - >

Xingu Black Beer (4.7%) *** < - SCHWARZBIER - > – Silky black lager with roast malt on the palate.

- **Brewed in Canada**

Molson Canadian Light (4.0%) * < - LIGHT LAGER - >

Carling Black Label (5.0%) * < - STANDARD LAGER - > – A beer so cheap that it is not unfeasible that someone somewhere would actually pay you to drink the stuff - not including tip. Utterly forgettable. Blech.

Molson Canadian Lager (5.0%) ** < - STANDARD LAGER - >

Molson Export (5.0%) ** < - BLONDE ALE - >

Molson Golden (5.0%) ** < - STANDARD LAGER - >

Blue Moon Belgian White (5.4%) *** < - BELGIAN WITBIER - > – Light-bodied, undemanding witbier which competes with Hoegaarden and a whole host of better quality, true craft wheat beers. Smooth and quite tame on the palate with mild hints of clove and orange, refreshing while being inoffensive. A big denier of shelf and tap space that could potentially be given to a quality witbier from a domestic (or Belgian) craft brewer.

Rising Moon Spring Ale {S} (5.4%) ** < - FRUIT BEER - > – Unsubtle wheat ale infused with lime peel and leaves.

Molson Dry (5.5%) * < - STANDARD LAGER - >

Full Moon Winter Ale {S} (5.6%) ** < - BELGIAN DUBBEL - > – Supposedly a dubbel brewed with wheat malt and with coriander and orange peel. A lame brew marketed to be served with a slice of orange.

Honey Moon Summer Ale {S} (5.6%) ** < - AMERICAN PALE WHEAT ALE - > – Forgettable wheat beer brewed with honey. Divorce yourself from this.

Molson Ice (5.6%) * < - STANDARD LAGER - >

Harvest Moon Pumpkin Ale {S} (5.7%) ** < - PUMPKIN BEER - > – Clove, nutmeg, and allspice are detectable on the palate, while actual pumpkin is not. Nothing to do with the excellent Harvest Moon brewpub in New Brunswick, NJ.

- **Brewed in England** (Cobra Beer, controlled by Molson-Coors)

Krait Free (aka Cobra 0.0%) (0.0%) * < - LOW ALCOHOL BEER - >

Krait Light (aka Cobra Lower Cal) (4.3%) * < - LIGHT LAGER - >

Krait Beer (aka Cobra) (5.0%) ** < - STANDARD LAGER - >

Krait Prestige (8.0%) *** < - BIÈRE DE CHAMPAGNE / BIÈRE BRUT - > – Golden and effervescent champagne beer.

SEE BEER MENUS FOR AVAILABILITY (EXTERNAL LINK)

<http://www.beermenus.com/breweries/molson-breweries-molsoncoors->

<http://www.beermenus.com/breweries/coors-brewing-company-molsoncoors->

<http://www.beermenus.com/breweries/coors-brewing-company-millercoors->

<http://www.beermenus.com/breweries/kaiser-molson-coors->

<http://www.beermenus.com/breweries/cobra-beer-ltd>





Quality beer sells by merit and reputation as in this case. Oh, ummm...

This page is written by Alex Hall, and is updated to August 2009.

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