

# COORS IS HERE!

*(SORT OF)*



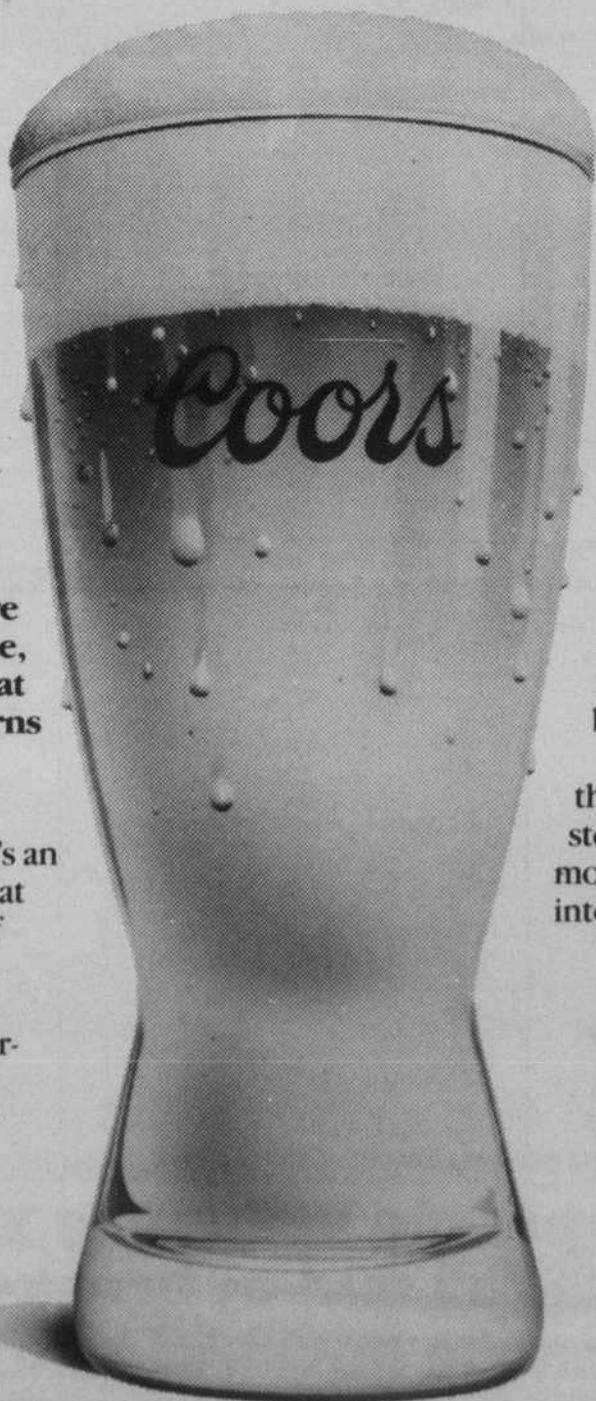
Now you can get the same pure, fresh Coors we sell everywhere else. But in Eugene, it's only available at your favorite taverns and restaurants.

Now why's that? It's simple. There's an Oregon state law that prohibits the sale of

non-pasteurized beer in stores.

And since Coors isn't pasteurized (more on that in just a minute), we currently cannot sell our Coors in bottles and cans outside of taverns and restaurants.

We could have changed Coors to meet the law. But once you taste it, you'll understand why we didn't.



**In this day and age, does beer have to be pasteurized?**

No.

Pasteurization is heating beer to extreme temperatures. But since the 140° pasteurization temperature affects the way beer tastes, we won't do that.

And we don't need to. Coors eliminates the need for pasteurization by an exclusive sterile filtering and filling process that removes bacteria and yeast before they ever get into our cans and bottles.

Other brands don't do this.

We think our way is better.

**The bottom line.**

The only way you'll ever get Coors is the way we make it: pure, fresh and natural.

So for now, please enjoy our refreshing Coors at your favorite tavern or restaurant.

We think you'll agree.

**Coors tastes too good to change.**

## IT'S YOUR COORS NOW EUGENE.

*THE BEST OF THE ROCKIES IS YOURS.*

© 1984 Adolph Coors Co., Golden, Colorado 80401. Brewer of fine quality beers since 1873.