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COORS ADOLPH CO  
Form 8-K  
August 03, 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 3, 2004

ADOLPH COORS COMPANY

-----  
(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)

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(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 9. REGULATION FD DISCLOSURE

On August 3, 2004, Adolph Coors Company issued a press release announcing that Coors Brewers Limited (CBL), its operating subsidiary in the United Kingdom, reached an agreement with Service Dispense Equipment Ltd. (SDE) to outsource the management and servicing of CBL's on-trade dispense equipment. A copy of this communication is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

Pursuant to instruction B.2 of Form 8-K, the information contained in this report shall not be deemed to be "filed" with the Securities and Exchange Commission for the purposes of Section 18 of the Securities Exchange Act of 1934 (the "Exchange Act") or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference into any filing under the Securities Act of 1933, or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

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 3, 2004

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

EXHIBIT INDEX

Exhibit No. -----	Description -----
99.1	Release dated August 3, 2004