



# FRESHNESS GUIDE



## MOLSON COORS PRODUCT QUALITY STANDARDS

### IN STOCK

Consistently monitor inventory levels to ensure adequate stock.

### PROPERLY STORED

Store all beer between 0°– 5°C (32° – 41°F)  
Ensure Kegs are stored away from extreme temperatures, odour and food.

### FRESH (ROTATED)

Always check freshness codes to ensure beer is within 'Days of Age'. First to expire, first out. (see reverse)

### PACKAGING QUALITY

Remove all damaged product from shelf, floor, inventory and return, as per provincial policy.

## PRODUCT FRESHNESS CODES – HOW TO READ

### DOMESTIC MOLSON BRANDS | Molson Domestic

| A-M   | dd  | y    | #       | #    | hh   | mm     | A-E      |
|-------|-----|------|---------|------|------|--------|----------|
| Month | Day | Year | Brewery | Line | Hour | Minute | Labeller |

**Example: C094 911201E, 2014**

Freshness Code: March 9, 2014 – Vancouver – Line One – 12:01 PM – Labeller E  
Location of Freshness Code – Bottles: Neck or Shoulder | Cans: Bottom

### DRAUGHT PACKAGED

| Brand | dd  | MMM   | yy   | #       | hh:mm       |
|-------|-----|-------|------|---------|-------------|
| Brand | Day | Month | Year | Brewery | Hour:Minute |

**Example: Canadian 17JUL14 4 19:15, 2014**

Freshness Code: Canadian – July 17, 2014 – Toronto – 7:15pm  
Location of Freshness Code – Top & Side of Keg

### MC CIDER / MC CIDER STONE FRUIT

| L   | #    | ###        | 1=BOC; 2=FOR        | 1=Bottles; 2=Cans | ##### | hh:mm       | 1140=FOR; 1176=BOC |
|-----|------|------------|---------------------|-------------------|-------|-------------|--------------------|
| Lot | Year | Julian Day | Production Location | Line              | Batch | Hour:Minute | Wine Licence #     |

**Example: L4 198 21 1001 22:35 54 WL 1140**

Freshness Code: July 17, 2014  
Location of Freshness Code – Bottles: Neck or Shoulder | Cans: Bottom

### NON DOMESTIC MOLSON BRANDS | Heineken

| #                  | ###                                    | ###          | Letter                     | # #   | # #   |
|--------------------|--|--------------|----------------------------|-------|-------|
| 0-9                | 001-365                                | 001-999      | A-H & R-Z                  | 00-23 | 01-59 |
| Last digit of year | Day of the year as per Julian Calendar | Country Code | Brewery and Packaging Line | hh    | mm    |

**Example: 4198528D1847**

Freshness Code: July 17, 2014 Netherlands Z/Wou, Bottle Line 22 18:47  
Location of Freshness Code – Bottles: Neck | Cans: Bottom

### COORS BANQUET

| dd / mm / y        |
|--------------------|
| Day / Month / Year |

**Example: 09034**

Freshness Code: March 9, 2014  
Location of Freshness Code – Bottles: Neck | Cans: Bottom

### STRONGBOW / NEWCASTLE

| #   | # #   | YY   | L   | Y                 | ###                    | # #  | # #             |
|-----|-------|------|-----|-------------------|------------------------|------|-----------------|
| 0-9 | Month | Year | Lot | Year of Packaging | Julian Date of Filling | Line | Production Time |

└ BEST BEFORE DATE ┘

**Example: 09 03 14 L4068 58 11**

Freshness Code: March 9, 2014  
Location of Freshness Code – Bottles: Neck | Cans: Bottom

### MONTH CODE

JANUARY: **A** | FEBRUARY: **B** | MARCH: **C** | APRIL: **D** | MAY: **E** | JUNE: **F** | JULY: **G** | AUGUST: **H** | SEPTEMBER: **J** | OCTOBER: **K** | NOVEMBER: **L** | DECEMBER: **M**

### DAY OF YEAR – JULIAN CALENDAR IN RED

|                          |                          |                           |                     |                     |                     |                     |                     |                     |                |                |                |                |                |                 |                |              |                  |  |
|--------------------------|--------------------------|---------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|----------------|----------------|----------------|----------------|----------------|-----------------|----------------|--------------|------------------|--|
| 1<br>8<br>15<br>22<br>29 | 2<br>9<br>16<br>23<br>30 | 3<br>10<br>17<br>24<br>31 | 4<br>11<br>18<br>25 | 5<br>12<br>19<br>26 | 6<br>13<br>20<br>27 | 7<br>14<br>21<br>28 | <b>JANUARY</b>      |                     |                |                |                |                |                |                 |                |              |                  |  |
| 1<br>8<br>15<br>22<br>29 | 2<br>9<br>16<br>23<br>30 | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25 | 5<br>12<br>19<br>26 | 6<br>13<br>20<br>27 | 7<br>14<br>21<br>28 | 8<br>15<br>22<br>29 | 9<br>16<br>23<br>30 | 10<br>17<br>24 | 11<br>18<br>25 | 12<br>19<br>26 | 13<br>20<br>27 | 14<br>21<br>28 | <b>FEBRUARY</b> |                |              |                  |  |
| 1<br>8<br>15<br>22<br>29 | 2<br>9<br>16<br>23<br>30 | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25 | 5<br>12<br>19<br>26 | 6<br>13<br>20<br>27 | 7<br>14<br>21<br>28 | 8<br>15<br>22<br>29 | 9<br>16<br>23<br>30 | 10<br>17<br>24 | 11<br>18<br>25 | 12<br>19<br>26 | 13<br>20<br>27 | 14<br>21<br>28 | 15<br>22<br>29  | 16<br>23<br>30 | <b>MARCH</b> |                  |  |
| 1<br>8<br>15<br>22<br>29 | 2<br>9<br>16<br>23<br>30 | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25 | 5<br>12<br>19<br>26 | 6<br>13<br>20<br>27 | 7<br>14<br>21<br>28 | 8<br>15<br>22<br>29 | 9<br>16<br>23<br>30 | 10<br>17<br>24 | 11<br>18<br>25 | 12<br>19<br>26 | 13<br>20<br>27 | 14<br>21<br>28 | 15<br>22<br>29  | 16<br>23<br>30 | 17<br>24     | <b>APRIL</b>     |  |
| 1<br>8<br>15<br>22<br>29 | 2<br>9<br>16<br>23<br>30 | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25 | 5<br>12<br>19<br>26 | 6<br>13<br>20<br>27 | 7<br>14<br>21<br>28 | 8<br>15<br>22<br>29 | 9<br>16<br>23<br>30 | 10<br>17<br>24 | 11<br>18<br>25 | 12<br>19<br>26 | 13<br>20<br>27 | 14<br>21<br>28 | 15<br>22<br>29  | 16<br>23<br>30 | 17<br>24     | <b>MAY</b>       |  |
| 1<br>8<br>15<br>22<br>29 | 2<br>9<br>16<br>23<br>30 | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25 | 5<br>12<br>19<br>26 | 6<br>13<br>20<br>27 | 7<br>14<br>21<br>28 | 8<br>15<br>22<br>29 | 9<br>16<br>23<br>30 | 10<br>17<br>24 | 11<br>18<br>25 | 12<br>19<br>26 | 13<br>20<br>27 | 14<br>21<br>28 | 15<br>22<br>29  | 16<br>23<br>30 | 17<br>24     | <b>JUNE</b>      |  |
| 1<br>8<br>15<br>22<br>29 | 2<br>9<br>16<br>23<br>30 | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25 | 5<br>12<br>19<br>26 | 6<br>13<br>20<br>27 | 7<br>14<br>21<br>28 | 8<br>15<br>22<br>29 | 9<br>16<br>23<br>30 | 10<br>17<br>24 | 11<br>18<br>25 | 12<br>19<br>26 | 13<br>20<br>27 | 14<br>21<br>28 | 15<br>22<br>29  | 16<br>23<br>30 | 17<br>24     | <b>JULY</b>      |  |
| 1<br>8<br>15<br>22<br>29 | 2<br>9<br>16<br>23<br>30 | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25 | 5<br>12<br>19<br>26 | 6<br>13<br>20<br>27 | 7<br>14<br>21<br>28 | 8<br>15<br>22<br>29 | 9<br>16<br>23<br>30 | 10<br>17<br>24 | 11<br>18<br>25 | 12<br>19<br>26 | 13<br>20<br>27 | 14<br>21<br>28 | 15<br>22<br>29  | 16<br>23<br>30 | 17<br>24     | <b>AUGUST</b>    |  |
| 1<br>8<br>15<br>22<br>29 | 2<br>9<br>16<br>23<br>30 | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25 | 5<br>12<br>19<br>26 | 6<br>13<br>20<br>27 | 7<br>14<br>21<br>28 | 8<br>15<br>22<br>29 | 9<br>16<br>23<br>30 | 10<br>17<br>24 | 11<br>18<br>25 | 12<br>19<br>26 | 13<br>20<br>27 | 14<br>21<br>28 | 15<br>22<br>29  | 16<br>23<br>30 | 17<br>24     | <b>SEPTEMBER</b> |  |
| 1<br>8<br>15<br>22<br>29 | 2<br>9<br>16<br>23<br>30 | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25 | 5<br>12<br>19<br>26 | 6<br>13<br>20<br>27 | 7<br>14<br>21<br>28 | 8<br>15<br>22<br>29 | 9<br>16<br>23<br>30 | 10<br>17<br>24 | 11<br>18<br>25 | 12<br>19<br>26 | 13<br>20<br>27 | 14<br>21<br>28 | 15<br>22<br>29  | 16<br>23<br>30 | 17<br>24     | <b>OCTOBER</b>   |  |
| 1<br>8<br>15<br>22<br>29 | 2<br>9<br>16<br>23<br>30 | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25 | 5<br>12<br>19<br>26 | 6<br>13<br>20<br>27 | 7<br>14<br>21<br>28 | 8<br>15<br>22<br>29 | 9<br>16<br>23<br>30 | 10<br>17<br>24 | 11<br>18<br>25 | 12<br>19<br>26 | 13<br>20<br>27 | 14<br>21<br>28 | 15<br>22<br>29  | 16<br>23<br>30 | 17<br>24     | <b>NOVEMBER</b>  |  |
| 1<br>8<br>15<br>22<br>29 | 2<br>9<br>16<br>23<br>30 | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25 | 5<br>12<br>19<br>26 | 6<br>13<br>20<br>27 | 7<br>14<br>21<br>28 | 8<br>15<br>22<br>29 | 9<br>16<br>23<br>30 | 10<br>17<br>24 | 11<br>18<br>25 | 12<br>19<br>26 | 13<br>20<br>27 | 14<br>21<br>28 | 15<br>22<br>29  | 16<br>23<br>30 | 17<br>24     | <b>DECEMBER</b>  |  |

| REGION  | BRANDS  | LEAVES REGIONAL WAREHOUSE TO RETAIL BY | BEST BEFORE DAYS OF AGE |
|---|---|--|-------------------------|
| <b>KEGS (20, 30, 50 AND 58 LITRE)</b>                   |   |  |                         |
| <b>NEW FOUNDLAND</b>                                    | ALL (NON-PASTEURIZED)                                 | 28                                     | 35                      |
|   | RICKARD'S DARK & RICKARD'S WHITE                      | 50                                     | 60                      |
| <b>NEW BRUNSWICK, NOVA SCOTIA, PRINCE EDWARD ISLAND</b> | ALL (FLASH PASTEURIZED)                               | 50                                     | 60                      |
| <b>QUÉBEC</b>   | ALL (FLASH PASTEURIZED)                               | 45                                     | 60                      |
| <b>ONTARIO / WEST / YUKON / NORTH WEST TERRITORIES</b>  | ALL (FLASH PASTEURIZED)                               | 50                                     | 60                      |
| <b>ALL<br/>(WHERE AVAILABLE)</b>                        | BIRRA MORETTI   | 120                                    | 180                     |
|   | BOHEMIAN  | 150                                    | 180                     |
|   | CAFFREY'S   | 180                                    | 240                     |
|   | COORS BANQUET   | 59                                     | 70                      |
|   | CREEMORE, MAD & NOISY                                 | 40                                     | 60                      |
|   | DOS EQUIS   | 120                                    | 180                     |
|   | GIB SWING SPAN AMBER ALE                              | 40                                     | 60                      |
|   | GRANVILLE ISLAND                                      | 60                                     | 90                      |
|   | HEINEKEN, MURPHY'S (in QC 140 180)                    | 120                                    | 180                     |
|   | NEWCASTLE BROWN ALE                                   | 210                                    | 270                     |
|   | RICKARD'S BLONDE                                      | 80                                     | 90                      |
|   | SOL   | 120                                    | 180                     |
|   | STRONGBOW BRITISH DRY                                 | 280                                    | 365                     |
| TECATE  | 120   | 180                                    |                         |
| <b>PACKAGED – MOLSON COORS OWNED BRANDS</b>             |   |  |                         |
| <b>NEW FOUNDLAND</b>                                    | ALL DOMESTIC BRANDS                                   | 150                                    | 180                     |
| <b>NEW BRUNSWICK, NOVA SCOTIA, PRINCE EDWARD ISLAND</b> | ALL DOMESTIC BRANDS (INCLUDING GIB)                   | 150                                    | 180                     |
| <b>QUÉBEC</b>   | ALL DOMESTIC BRANDS (INCLUDING GIB)                   | 120                                    | 180                     |
| <b>ONTARIO</b>  | ALL DOMESTIC BRANDS (INCLUDING GIB)                   | 150                                    | 180                     |
| <b>WEST</b>   | ALL DOMESTIC BRANDS (INCLUDING GIB)                   | 150                                    | 180                     |
| <b>YUKON / NORTH WEST TERRITORIES</b>                   | ALL DOMESTIC BRANDS                                   | 120                                    | 180                     |
| <b>ALL<br/>(WHERE AVAILABLE)</b>                        | CAFFREY'S IRISH ALE                                   | 280                                    | 365                     |
|   | CANADIAN/ COORS LIGHT/ ALTITUDE IN WIDEMOUTH BOTTLE   | 120                                    | 150                     |
|   | COORS ALTITUDE  | 150                                    | 180                     |
|   | COORS BANQUET   | 100                                    | 120                     |
|   | CREEMORE EAST/ WEST                                   | 50                                     | 80                      |
|   | CREEMORE KELLERBIER & URBOCK                          | 80                                     | 120                     |
|   | CREEMORE Lot 9 PILSNER                                | 60                                     | 90                      |
|   | CREEMORE OKTOBERFEST                                  | 50                                     | 80                      |
|   | CREEMORE PREMIUM LAGER                                | 50                                     | 80                      |
|   | CREEMORE SPRINGS ALTBIER (CANS)                       | 90                                     | 120                     |
|   | CREEMORE SPRINGS COMBO 12 (LOT9 & PREMIUM LAGER)      | 50                                     | 80                      |
|   | GIB SWING SPAN AMBER ALE                              | 80                                     | 120                     |
|   | GIB TWO TIDES   | 90                                     | 120                     |
|   | MAD & NOISY HOP & WEIZEN                              | 90                                     | 120                     |
|   | MAD & NOISY HOPS & BOLTS                              | 80                                     | 120                     |
|   | MAD JACK  | 240                                    | 270                     |
|   | MOLSON 1908   | 90                                     | 120                     |
|   | MOLSON CANADIAN CIDER                                 | 280                                    | 365                     |
|   | MOLSON CANADIAN CIDER PEAR                            | 120                                    | 150                     |
|   | MOLSON CANADIAN CIDER STONEFRUIT (CANS ONLY)          | 240                                    | 270                     |
|   | MOLSON CANADIAN CIDER WHITE CRANBERRY                 | 120                                    | 150                     |
|   | MOLSON CANADIAN SESSION IPA                           | 90                                     | 120                     |
|   | RICKARD'S LEDERHOSEN                                  | 120                                    | 150                     |
| RICKARD'S RADLER  | 150   | 180                                    |                         |
| RICKARD'S RED IPA                                       | 90  | 120                                    |                         |
| <b>PACKAGED – PARTNER BRANDS: HEINEKEN</b>              |   |  |                         |
| <b>NEW FOUNDLAND</b>                                    | HEINEKEN (5 liter home keg 160 240)                   | 140                                    | 180                     |
| <b>NEW BRUNSWICK, NOVA SCOTIA, PRINCE EDWARD ISLAND</b> | HEINEKEN (in NS 150 180)   (5 liter home keg 160 240) | 140                                    | 180                     |
| <b>QUÉBEC</b>   | AMSTEL LIGHT  | 210                                    | 270                     |
|   | HEINEKEN (including 5 liter home keg)                 | 140                                    | 180                     |
| <b>ONTARIO</b>  | AMSTEL LIGHT  | 150                                    | 180                     |
|   | HEINEKEN (5 liter home keg 160 240)                   | 150                                    | 180                     |
| <b>WEST</b>   | HEINEKEN (5 liter home keg 160 240)                   | 150                                    | 180                     |
|   | PACIFICO  | 166                                    | 180                     |
| <b>YUKON</b>  | HEINEKEN  | 150                                    | 180                     |
| <b>ALL<br/>(WHERE AVAILABLE)</b>                        | BIRRA MORETTI   | 455                                    | 545                     |
|   | DESPERADOS  | 280                                    | 365                     |
|   | DOS EQUIS   | 280                                    | 365                     |
|   | MICKEY'S MALT / OLDE ENGLISH                          | 150                                    | 180                     |
|   | SOL   | 280                                    | 365                     |
|   | STAROPRAMEN   | 246                                    | 365                     |
|   | STRONGBOW BRITISH DRY BOTTLE                          | 650                                    | 730                     |
|   | STRONGBOW BRITISH DRY CAN / NEWCASTLE                 | 280                                    | 365                     |
|   | STRONGBOW GOLD/ ELDERFLOWER                           | 210                                    | 270                     |
|   | TECATE  | 280                                    | 365                     |
| <b>NON ALCOHOLIC BEER</b>                               |   |  |                         |
| <b>NFLD, NS, NB, PEI, BC, MB, SK, AB/ ON/ QUÉBEC</b>    | EXEL AND MOLSON .5                                    | 280 / 305 / 325                        | 365                     |