



FACT SHEET

Coors Light Iced T:

Coors Light adds the natural taste of iced tea
for a new twist on refreshment

Coors Light already owns refreshment in the beer category, while iced tea owns it in the beverage category. Now Coors Light is serving up a flavoured variation of Canada's favourite light beer with the classic taste of iced tea and natural lemon.

New Coors Light Iced T is a light beer brewed in the same way as Coors Light with premium two row malted barley, its very own lager yeast and choice hops. The iced tea taste comes from a blend of tea botanicals and natural lemon which are added during the filtration process to create Coors Light with the refreshing taste of iced tea.

Coors Light Iced T is perfect for similar drinking occasions to regular beer and is especially appealing when you are seeking the ultimate in refreshment – day or night.

The Trend

After water, tea and beer are the second and third most consumed beverages on the planet. Ready-to-drink tea is a major grocery trend with more than 1,500 new products introduced in North America since 2000. Coors Light Iced T adds a new twist to the trend by combining one of Canada's favourite light beers with the taste of one of its favourite refreshment options.

The Taste

When you drink Coors Light Iced T you will notice how the soft hop bitterness works its way through the beer's sweet maltiness which is accentuated by the unique and refreshing taste of iced tea. The iced tea taste, combined with the carbonation bite in the finish, give it a refreshing taste every time. Coors Light Iced T contains four per cent ABV (alcohol by volume).

The Aroma

The herbal tea notes in Coors Light Iced T mingle perfectly with the straw-like hop aroma. It is all finished with a brightening hint of fresh lemon aroma.

The Appearance

Clear and brilliant, the colour of Coors Light Iced T holds amber hues similar to tea.

Suggested Food Pairings

Coors Light Iced T is an ideal companion to a variety of foods:

- *With cheese* —Coors Light Iced T is a perfect complement to blue cheese and also goes well with Asiago and Brie.
- *With a main course* —Coors Light Iced T pairs nicely with mild curry dishes, eggs and ham, or sweet ginger stir-fried chicken.
- *With dessert* — Try Coors Light Iced T with spicy desserts like gingerbread or carrot cake.

Availability

Coors Light Iced T has been created for Canadians. It is brewed and sold in Canada exclusively at this time. It will be available in 6 and 12-bottle packs and in 12-packs of 355mL sleek cans at beer and liquor stores across Canada starting April 2, 2012 with full national distribution by early May 2012.

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