

MOLSON COORS BREWING CO

Form 4

February 23, 2017

FORM 4**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

Check this box
if no longer
subject to
Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

OMB APPROVAL

OMB
Number: 3235-0287
Expires: January 31,
2005
Estimated average
burden hours per
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person *
Cox Simon

2. Issuer Name and Ticker or Trading
Symbol

MOLSON COORS BREWING CO
[TAP]

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

(Last) (First) (Middle)

1801 CALIFORNIA STREET,
SUITE 4600

(Street)

3. Date of Earliest Transaction
(Month/Day/Year)

02/21/2017

____ Director ____ 10% Owner
____ Officer (give title below) ____ Other (specify below)
Pres&CEO, Molson Coors Europe

4. If Amendment, Date Original
Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check
Applicable Line)
X Form filed by One Reporting Person
____ Form filed by More than One Reporting
Person

DENVER, CO 80202

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Class B Common Stock	02/21/2017		M		1,506	A	\$ 45.79 17,242
Class B Common Stock	02/21/2017		F ⁽¹⁾		1,073	D	\$ 100.36 16,169
Class B Common Stock	02/21/2017		S		433	D	\$ 100.3316 15,736

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474
(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Stock Appreciation Right	\$ 45.79 (3)	02/21/2017		M ⁽⁴⁾	1,506	⁽⁵⁾ 05/18/2017	Class B Common Stock 1,506

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Cox Simon
1801 CALIFORNIA STREET, SUITE 4600
DENVER, CO 80202

Pres&CEO, Molson Coors Europe

Signatures

Kathleen M. Kirchner, by Power of Attorney

02/23/2017

__Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Represents shares of Class B common stock withheld by the issuer to cover the exercise price of the stock only appreciation rights (SOSARS) and to cover tax withholding obligations in connection with the exercise of the SOSARS.

The price reported represents the weighted average sales price of Class B common stock sold in multiple transactions at prices ranging from \$100.32 to \$100.34, inclusive. The reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.

(3) As adjusted to give effect to the 2-for-1 stock split that occurred on October 3, 2007.

(4) The exercise of the stock only stock appreciation rights (SOSARS) results in the expiration of the tandem employee stock option.

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(5) The SOSARS vested in full on the third anniversary of the grant date.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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