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Molson Coors' Holiday Lites drive-thru display to light up Miller Valley
Frederick Miller's limited edition classic chocolate lager will also be available for purchase

MILWAUKEE – Nov. 26, 2024 – Continuing a tradition of holiday joy that dates to the early 1950s, Molson Coors Beverage Co. will once again illuminate Miller Valley with its Holiday Lites drive-thru display. From Dec. 6 until Dec. 26, the public is invited to cruise through the bright holiday cheer each evening from 5 to 9 p.m. While driving through the lights display, patrons can tune their radios to 91.1 FM to enjoy festive music that heightens the seasonal experience.

For holiday revelers 21 and older, Miller Lite's beloved seasonal brew, Frederick Miller's Classic Chocolate Lager, will be available for purchase starting Dec. 10 in the Miller Visitor's Center (open Tuesday through Saturday from 10 a.m. to 5 p.m.) Frederick Miller's Classic Chocolate Lager will be available in 32-ounce cans costing \$15.

"Our Holiday Lites show has grown into a true holiday staple, captivating generations of families and becoming a highly anticipated celebration of the season," said Meghann Barilla, guest relations manager, Molson Coors. "Every December, we eagerly welcome our Milwaukee hometown community to experience the magic of the light show, while also inviting them to take home our rich, decadent chocolate lager—a perfect indulgence to enjoy with loved ones."

The display this year is made up of over 1 million energy-efficient LED lights and can be seen every 10 minutes in front of the Plank-Road House (3897 W. State St.). To ensure the safety of all attendees, Molson Coors encourages everyone to remain in their cars throughout the entirety of the show.

Before experiencing the Holiday Lites display, visitors are invited to stroll through the Miller Brewery gift shop, which offers a curated selection of unique gifts – perfect for treating yourself or surprising friends and family.

For more information about Molson Coors and the Holiday Lites celebration, please visit www.molsoncoors.com.

About Molson Coors Beverage Company

For more than two centuries, Molson Coors has brewed beverages that unite people to celebrate all life's moments. From our core power brands Coors Light, Miller Lite, Coors Banquet, Molson Canadian, Carling and Ožujsko to our above premium brands including Madri Excepcional, Staropramen, Blue Moon Belgian White and Leinenkugel's Summer Shandy, to our economy and value brands like Miller High Life and Keystone Light, we produce many beloved and iconic beers. While Molson Coors' history is rooted in beer, we offer a modern portfolio that expands beyond the beer aisle as well, including flavored beverages like Vizzy Hard Seltzer, spirits like Five Trail whiskey and non-alcoholic beverages like ZOA Energy. As a business, our ambition is to be the first choice for our people, our consumers and our customers, and our success depends on our ability to make our products available to meet a wide range of consumer segments and occasions.

Molson Coors Beverage Company is a publicly traded company that operates through its Americas and EMEA&APAC reporting segments and is traded on the New York Stock Exchange and Toronto Stock Exchange. To learn more about Molson Coors Beverage Company, visit molsoncoors.com.

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