

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

## SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the Securities  
Exchange Act of 1934 (Amendment No. )

Filed by the Registrant

Filed by a Party other than the Registrant

**Check the appropriate box:**

|                                     |  |
|-------------------------------------|--|
| <input type="checkbox"/>            | Preliminary Proxy Statement  |
| <input type="checkbox"/>            | <b>Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))</b> |
| <input type="checkbox"/>            | Definitive Proxy Statement   |
| <input checked="" type="checkbox"/> | Definitive Additional Materials  |
| <input type="checkbox"/>            | Soliciting Material under §240.14a-12  |



## MOLSON COORS BEVERAGE COMPANY

*(Name of Registrant as Specified In Its Charter)*

*(Name of Person(s) Filing Proxy Statement, if other than the Registrant)*

**Payment of Filing Fee (Check the appropriate box):**

|                                     |   |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | <b>No fee required.</b>   |
| <input type="checkbox"/>            | <b>Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.</b>   |
|                                     | (1) Title of each class of securities to which transaction applies:<br>(2) Aggregate number of securities to which transaction applies:<br>(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):<br>(4) Proposed maximum aggregate value of transaction:<br>(5) Total fee paid: |
| <input type="checkbox"/>            | <b>Fee paid previously with preliminary materials.</b>  |
| <input type="checkbox"/>            | <b>Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.</b>  |
|                                     | (1) Amount Previously Paid:<br>(2) Form, Schedule or Registration Statement No.:<br>(3) Filing Party:<br>(4) Date Filed:  |

**\*\*\* Exercise Your *Right to Vote* \*\*\***  
**Important Notice Regarding the Availability of Proxy Materials for the  
Stockholder Meeting to Be Held on May 20, 2020.**

**MOLSON COORS BEVERAGE COMPANY**



MOLSON COORS BEVERAGE COMPANY  
P.O. BOX 4030  
114 353  
GOLDEN, COLORADO 80401

**Meeting Information**

**Meeting Type:** Annual  
**For holders as of:** March 26, 2020  
**Date:** May 20, 2020 **Time:** 11:00 a.m., Mountain Time  
**Location:** Meeting live via the Internet—please visit  
[www.virtualshareholdermeeting.com/TAP2020](http://www.virtualshareholdermeeting.com/TAP2020).

The company will be hosting the meeting live via the Internet this year. To attend the meeting via the Internet please visit [www.virtualshareholdermeeting.com/TAP2020](http://www.virtualshareholdermeeting.com/TAP2020) and be sure to have the information that is printed in the box marked by the arrow → **XXXX XXXX XXXX XXXX** (located on the following page).

You are receiving this communication because you hold shares in Molson Coors Beverage Company and/or Molson Coors Canada Inc.

**This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at [www.proxyvote.com](http://www.proxyvote.com) or easily request a paper copy (see reverse side).**

**We encourage you to access and review all of the important information contained in the proxy materials before voting.**

**See the reverse side of this notice to obtain proxy materials and voting instructions.**

E89238-F32760-Z76301

— **Before You Vote** —  
How to Access the Proxy Materials

**Proxy Materials Available to VIEW or RECEIVE:**

NOTICE AND PROXY STATEMENT      ANNUAL REPORT ON FORM 10-K

**How to View Online:**

Have the information that is printed in the box marked by the arrow → [XXXX XXXX XXXX XXXX] (located on the following page) and visit: [www.proxyvote.com](http://www.proxyvote.com).

**How to Request and Receive a PAPER or E-MAIL Copy:**

**If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:**

- 1) BY INTERNET:      [www.proxyvote.com](http://www.proxyvote.com)
- 2) BY TELEPHONE:    1-800-579-1639
- 3) BY E-MAIL\*:      [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com)

\* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow → [XXXX XXXX XXXX XXXX] (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before May 6, 2020 to facilitate timely delivery.

— **How To Vote** —

Please Choose One of the Following Voting Methods

**Vote By Internet:**

*Before The Meeting:*

Go to [www.proxyvote.com](http://www.proxyvote.com). Have the information that is printed in the box marked by the arrow → [XXXX XXXX XXXX XXXX] (located on the following page) available and follow the instructions.

*During The Meeting:*

Go to [www.virtualshareholdermeeting.com/TAP2020](http://www.virtualshareholdermeeting.com/TAP2020). Have the information that is printed in the box marked by the arrow → [XXXX XXXX XXXX XXXX] (located on the following page) available and follow the instructions.

**Vote By Mail:** You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

**Voting Items for Holders of Class A  
Common Stock or Class A Exchangeable Shares**

**The Board of Directors recommends a vote "FOR" each of the director nominees listed and "FOR" Proposals 2 and 3.**

1. Election of Directors

**Nominees:**

- |                               |                                     |
|-------------------------------|-------------------------------------|
| 01) David S. Coors            | 07) Iain J.G. Napier                |
| 02) Peter H. Coors            | 08) Nessa O'Sullivan                |
| 03) Mary Lynn Ferguson-McHugh | 09) Douglas D. Tough                |
| 04) Gavin D. K. Hattersley    | 10) Louis Vachon                    |
| 05) Andrew T. Molson          | 11) James "Sandy" A. Winnefeld, Jr. |
| 06) Geoffrey E. Molson        |                                     |

2. To approve, on an advisory basis, the compensation of our named executive officers (Say-on-Pay).

3. To ratify the appointment of PricewaterhouseCoopers LLP as our independent registered public accounting firm for the fiscal year ending December 31, 2020.

**NOTE:** Such other business as may be brought properly before the meeting and any and all adjournments or postponements thereof.

In their discretion, the proxies named herein (or either of them) are authorized to vote upon such other business as may properly come before the meeting.

**SPECIAL VOTING INSTRUCTIONS  
For Holders of Class A Exchangeable Shares of Molson Coors Canada Inc.**

In order for AST Trust Company ("AST") to vote or cause to be voted at the Annual Meeting of Stockholders of Molson Coors Beverage Company to be held on May 20, 2020, all the voting rights related to the Class A Exchangeable Shares of Molson Coors Canada Inc. held of record by the stockholder at the close of business on March 26, 2020, Broadridge Financial Solutions, Inc. ("Broadridge," as agent for AST) must receive the stockholder's voting instructions no later than 5:00 P.M. ET on May 15, 2020 for mailed in ballots and by 8:00 A.M. ET on May 18, 2020 if voting by telephone or Internet.

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**Voting Items for Holders of Class B  
Common Stock or Class B Exchangeable Shares**

The Board of Directors recommends a vote "FOR" each of the director nominees listed and "FOR" Proposal 2.

1. Election of Directors

**Nominees:**

- 01) Roger G. Eaton
- 02) Charles M. Herington
- 03) H. Sanford Riley

2. To approve, on an advisory basis, the compensation of our named executive officers (Say-on-Pay).

**NOTE:** Such other business as may be brought properly before the meeting and any and all adjournments or postponements thereof.

In their discretion, the proxies named herein (or either of them) are authorized to vote upon such other business as may properly come before the meeting.

**SPECIAL VOTING INSTRUCTIONS  
For Holders of Class B Exchangeable Shares of Molson Coors Canada Inc.**

In order for AST Trust Company ("AST") to vote or cause to be voted at the Annual Meeting of Stockholders of Molson Coors Beverage Company to be held on May 20, 2020, all the voting rights related to the Class B Exchangeable Shares of Molson Coors Canada Inc. held of record by the stockholder at the close of business on March 26, 2020, Broadridge Financial Solutions, Inc. ("Broadridge," as agent for AST) must receive the stockholder's voting instructions no later than 5:00 P.M. ET on May 15, 2020 for mailed in ballots and by 8:00 A.M. ET on May 18, 2020 if voting by telephone or Internet.

**SPECIAL VOTING INSTRUCTIONS  
For Holders of Class B Common Share Equivalents Held in the MillerCoors LLC Salaried Non-Union Employees' Retirement and Savings Plan**

In order for Fidelity Management Trust Company (Fidelity), as trustee of the MillerCoors LLC Salaried Non-Union Employees' Retirement and Savings Plan (the Plan), to vote or cause to be voted at the Annual Meeting of Stockholders of Molson Coors Beverage Company to be held on May 20, 2020, all the voting rights related to the Class B Common Stock of Molson Coors Beverage Company, attributed to participants in the Plan at the close of business on March 26, 2020, Broadridge (as agent for Fidelity), must receive the stockholder's voting instructions no later than 5:00 P.M. ET on May 15, 2020 for mailed in ballots and if voting by telephone or Internet.

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E89242-P32760-Z76301



**\*\*\* Exercise Your *Right* to Vote \*\*\***  
**Important Notice Regarding the Availability of Proxy Materials for the  
Stockholder Meeting to Be Held on May 20, 2020.**

**MOLSON COORS BEVERAGE COMPANY**



MOLSON COORS CANADA INC.  
P.O. BOX 4030  
NH 353  
GOLDEN, COLORADO 80401

**Meeting Information**

**Meeting Type:** Annual  
**For holders as of:** March 26, 2020  
**Date:** May 20, 2020 **Time:** 11:00 a.m., Mountain Time  
**Location:** Meeting live via the Internet—please visit  
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- 3) BY E-MAIL\*:      [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com)

\* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow → [XXXX XXXX XXXX XXXX] (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before May 6, 2020 to facilitate timely delivery.

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*During The Meeting:*

Go to [www.virtualshareholdermeeting.com/TPX2020](http://www.virtualshareholdermeeting.com/TPX2020). Have the information that is printed in the box marked by the arrow → [XXXX XXXX XXXX XXXX] (located on the following page) available and follow the instructions.

**Vote By Mail:** You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.



**Voting Items for Holders of Class A  
Common Stock or Class A Exchangeable Shares**

The Board of Directors recommends a vote "FOR" each of the director nominees listed and "FOR" Proposals 2 and 3.

1. Election of Directors

**Nominees:**

- |                               |                                     |
|-------------------------------|-------------------------------------|
| 01) David S. Coors            | 07) Iain J.G. Napier                |
| 02) Peter H. Coors            | 08) Nessa O'Sullivan                |
| 03) Mary Lynn Ferguson-McHugh | 09) Douglas D. Tough                |
| 04) Gavin D. K. Hattersley    | 10) Louis Vachon                    |
| 05) Andrew T. Molson          | 11) James "Sandy" A. Winnefeld, Jr. |
| 06) Geoffrey E. Molson        |                                     |

2. To approve, on an advisory basis, the compensation of our named executive officers (Say-on-Pay).

3. To ratify the appointment of PricewaterhouseCoopers LLP as our independent registered public accounting firm for the fiscal year ending December 31, 2020.

**NOTE:** Such other business as may be brought properly before the meeting and any and all adjournments or postponements thereof.

In their discretion, the proxies named herein (or either of them) are authorized to vote upon such other business as may properly come before the meeting.

**SPECIAL VOTING INSTRUCTIONS  
For Holders of Class A Exchangeable Shares of Molson Coors Canada Inc.**

In order for AST Trust Company ("AST") to vote or cause to be voted at the Annual Meeting of Stockholders of Molson Coors Beverage Company to be held on May 20, 2020, all the voting rights related to the Class A Exchangeable Shares of Molson Coors Canada Inc. held of record by the stockholder at the close of business on March 26, 2020, Broadridge Financial Solutions, Inc. ("Broadridge," as agent for AST) must receive the stockholder's voting instructions no later than 5:00 P.M. ET on May 15, 2020 for mailed in ballots and by 8:00 A.M. ET on May 18, 2020 if voting by telephone or Internet.

**Voting Items for Holders of Class B  
Common Stock or Class B Exchangeable Shares**

The Board of Directors recommends a vote "FOR" each of the director nominees listed and "FOR" Proposal 2.

1. Election of Directors

**Nominees:**

- 01) Roger G. Eaton
- 02) Charles M. Herington
- 03) H. Sanford Riley

2. To approve, on an advisory basis, the compensation of our named executive officers (Say-on-Pay).

**NOTE:** Such other business as may be brought properly before the meeting and any and all adjournments or postponements thereof.

In their discretion, the proxies named herein (or either of them) are authorized to vote upon such other business as may properly come before the meeting.

**SPECIAL VOTING INSTRUCTIONS  
For Holders of Class B Exchangeable Shares of Molson Coors Canada Inc.**

In order for AST Trust Company ("AST") to vote or cause to be voted at the Annual Meeting of Stockholders of Molson Coors Beverage Company to be held on May 20, 2020, all the voting rights related to the Class B Exchangeable Shares of Molson Coors Canada Inc. held of record by the stockholder at the close of business on March 26, 2020, Broadridge Financial Solutions, Inc. ("Broadridge," as agent for AST) must receive the stockholder's voting instructions no later than 5:00 P.M. ET on May 15, 2020 for mailed in ballots and by 8:00 A.M. ET on May 18, 2020 if voting by telephone or Internet.

**SPECIAL VOTING INSTRUCTIONS  
For Holders of Class B Common Share Equivalents Held in the MillerCoors LLC Salaried Non-Union Employees' Retirement and Savings Plan**

In order for Fidelity Management Trust Company (Fidelity), as trustee of the MillerCoors LLC Salaried Non-Union Employees' Retirement and Savings Plan (the Plan), to vote or cause to be voted at the Annual Meeting of Stockholders of Molson Coors Beverage Company to be held on May 20, 2020, all the voting rights related to the Class B Common Stock of Molson Coors Beverage Company, attributed to participants in the Plan at the close of business on March 26, 2020, Broadridge (as agent for Fidelity), must receive the stockholder's voting instructions no later than 5:00 P.M. ET on May 15, 2020 for mailed in ballots and if voting by telephone or Internet.

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