

Minnesota Municipal Conference 2023



Presenters



**Eric
Pothast**

- The NEW* guy!
- Chain Sales Executive-
Liquor Channel
- 7+ years at Molson Coors



**Jon
Chance**

- Distributor Sales Executive-
Breakthru Beverage
- 18+ years at Molson Coors
- Worked with MN Distributor
for 10+ years
- Big fan of MUNI's!



**Jeff
Miller**

- Chain Sales Manager for
Great Lakes Region
- 18+ years at Molson Coors
- Has led teams across
multiple trade channels as
well as Craft and Import
and distributor teams



**Elizabeth
Hackbarth**

- Vikings Foundation
Development Manager
- Been with the Vikings 4+
years



4/28/2023 |

Who's the new guy...



Grew up as the oldest of 4 boys in Lake Zurich, IL, a northwest suburb of Chicago.



Majored in marketing and Miller Lite at Marquette University. Was a 3-year captain of the Men's Soccer team.



Joined the MC Sales Management Program, calling on 75 key restaurants and bars in Arlington, VA.



Moved to Sweden to play professional soccer for 2 years post graduation.



Got promoted to lead a team of 6 sales reps in MC's home state of WI., managing our on-premise business.



Promoted to Distributor Sales Executive and moved to Des Moines, IA. Managed Iowa Beverage, our largest distributor in the state, for 2.5 years.



Excited to be living in Minnesota and working with you all!!



Graduated with my MBA from the University of Iowa in May of 2022.

Why Are We Here Today??



Why Community Events Matter



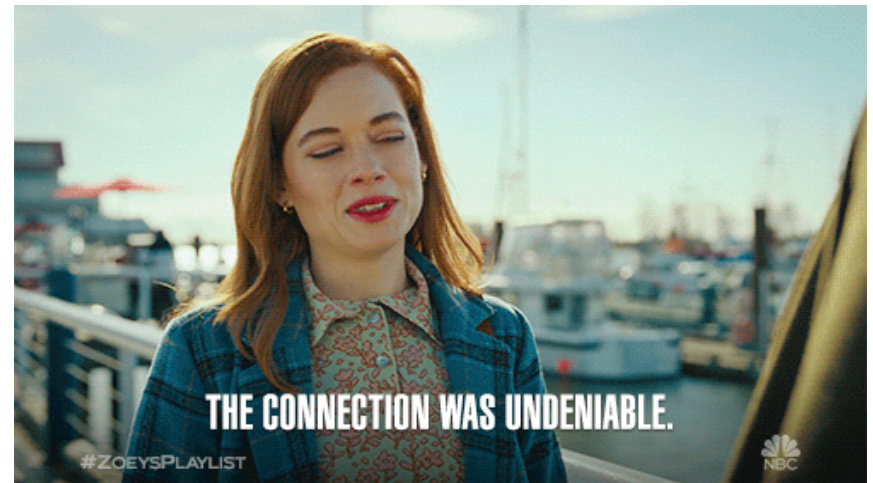
MolsonCoors 2023 Community Value Events

- Best Practice Sharing
 - Q&A
-

Community Value Events Matter



Differentiator



Connection to Local
Community

Ultimately driving trips, loyalty, and revenue for your businesses!



Increase Trips



Increase Dollars



Retain Customers

2023 Molson Coors Community Value Events



MUNI Community Value Events for 2023



Animal Shelters April



A lot of heart for this program

Fire Department August - September



By far the best engagement of all programs

Food Shelves October - November

15th Annual MMBA Food Drive



FOOD & FUND DRIVE

We're need 25,000 ingredients to our region with Family Pathways' Food & Fund Drive

- Fresh, frozen or canned fruit
- Apples, oranges, mixed fruit, pears
- Fresh, frozen or canned vegetables
- Green beans, corn, mixed vegetables
- Bags of potatoes, carrots, or onions
- Whole grain pasta, rice
- Baking and cooking items
- Vegetable oil, flour, sugar, spices
- Canned soups
- Tuna, chicken, salmon
- Hearty soups
- Chunky soups, stews, cream of mushroom soup

Want to give financially? Every \$1 more you \$2 with our buying power!



Support local families by supporting the Cambridge Family Pathways Food Shelf

Accepting Cash and Food Donations through October 31st

Silent Auction for Vikings Tickets and an autographed Vikings Jersey too!



Partnership with the Vikings Foundation!



4/28/2023 |

Sending out Surveys 3 Months in Advance of each Program to confirm participation

Animal Shelter Program

April

SIT. STAY. CHILL.
HELP US SUPPORT ANIMALS IN NEED

MAKE A CASH DONATION
OR BRING IN PET SUPPLIES

100% GOES TO OUR LOCAL ANIMALS!

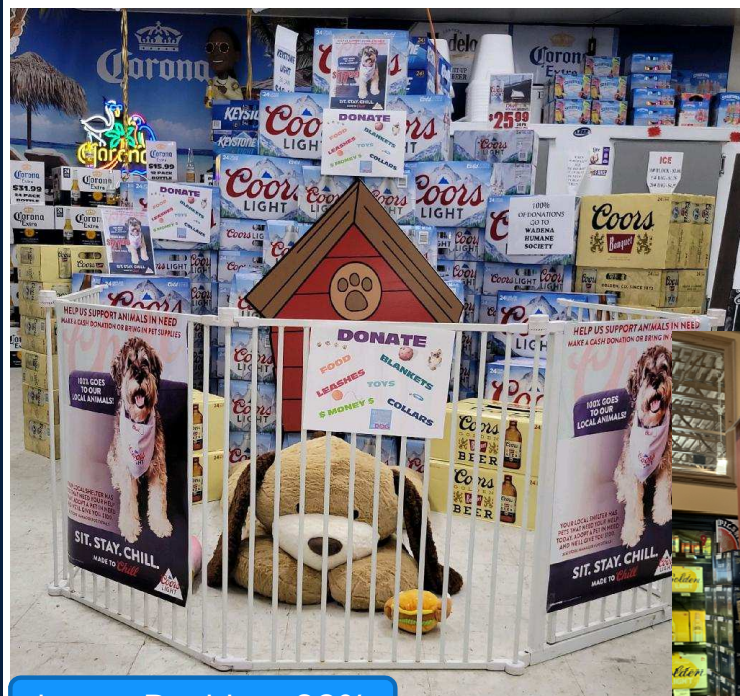
YOUR LOCAL SHELTER HAS PETS THAT NEED YOUR HELP TODAY.
ADOPT A PET IN NEED AND WE'LL GIVE YOU \$100.

SEE STORE MANAGER FOR DETAILS

100% GOES TO OUR LOCAL ANIMALS!

MADE TO *Chill* **Coors** LIGHT





Long Prairie +22%

Did You Know...

Coors Light has a 15% \$ lift when on display!!



Westbound Elk River +102%



North Country +8%



Northbound +177%

Did You Know...

Adding Coors Banquet to an existing CL display increases performance by 20%!

Pet Adoption Rebate Form



2023 Coors Light / Minnesota Municipal Beverage Association

Pet Adoption Reimbursement Form

Your First & Last Name Melissa Beach
Your Address 14415 County Rd 129 SE
Eyota MN 55934
Your Telephone Number 507-273-8800
Animal Type Dog
Shelter / Rescue Name & Address Camp Companion

Name & Signature from an Employee of Your Favorite **Municipal Liquor** Operation

Name of Your Favorite **Municipal Liquor** Operation Kasson Liquor Store

To Get Up To \$100 Reimbursement (Limited to the first 30 applicants):



Best Practices from Cathy in Kasson



Organize & Promote the adoption event

Awesome Coors Light Display!

Cash donations taken at the register

Animals in need find a loving home!



4/28/2023 |

Fire Department Program

August - September



What Good Looks Like!

4th Annual MMBA
Fire Department FUNDRAISER
in partnership with **Molson Coors**

Coors
FIRE AND RESCUE

STOP IN TODAY THROUGH SUNDAY, SEPT. 11 AND DONATE TO THE WINDOW FIRE DEPARTMENT! All funds raised will go directly to the department that services the community!
LET'S FILL THE BOOT!

Follow our Facebook page for more fundraising events to come!

COORS LIGHT & COORS BANQUET
24 pack, 12-oz. cans
\$21.49
Reg. \$22.49
Product availability may be limited.

SAUVIGNON BLANC & PINOT GRIGIO
750 ml
10% OFF

No further discounts on close-out special products!

River Bend

LIC

HOURS: Mon



Minnesota Municipal Beverage Association Retweeted

IsantiFireDistrict @IsantiFir... · 6d ...

Results of the 3rd Annual MMBA Fire Dept Fundraiser are in! With a HUGE outpouring of support from folks like you, we were able to send a grand total of \$3,784.48 to the Isanti Fire District!

Along w/ @MNMunicipalBev we'd like to thank @MolsonCoors & Isanti Municipal Liquor Store



2 1



Coors Light **+9%** and
Coors Banquet **+14%** in
MN MUNI's in Aug/Sept
2022!!





Maple Lake Wine & Spirits raises thousands for fire department

November 16, 2022 admin Community, News 0



Minnesota Municipal Beverage Asso...
@MNMunicipalBev

The Pickle Factory Results are in! 🥒

Amazing job by Terry Wallin and Team for raising the funds for Nisswa Fire Department.

Total money raised \$19,040 - a new record for the pickle!



Good morning Jon,

I want to personally thank you for thinking of us here in Howard Lake and sending the 2 Best Vikings Items for our Silent Auction benefitting our Local Fire Department. This Community Value Project is so near and dear to our hearts here in Howard Lake and at the store as our former Fire Chief, Taddy Drusch passed away last January after a call. Our fire fighters are our friends that we grew up with here in our small community, our neighbors and family members, to lose one of the best was utterly devastating. We are planning our 1st ever, "Cocktails for a Cause" fundraising event in our beautiful, newly remodeled event center in Taddy's Honor for the HLWW School Scholarship that has been created in his name, happening this January, along with a Chili Feed!! It's going to be great! 😊 So again, from the bottom of our hearts, myself and staff, Thank you!

Myra Laway

Municipal Manager
City of Howard Lake
(320)543-2038



Best Practice Sharing with Joe



As I See It.....

By Joe Audette
Elk River

If you've ever thought about when to get involved with any of the MMBA initiatives, the time is NOW!

The annual Fire Department fundraiser is happening currently

It's one of my favorite events.

We get to celebrate our local Fire Department, help them purchase some extra life-saving equipment and have an event at the stores people love

Some things we have done to help raise money for the Fire Department are:

Pledge \$1 from every case of Coors sold during the event time (we do 8/11 – 9/11).

Ask customers to donate cash in to a "fire bucket" or through the registers with scannable barcode donation cards.

Have a large one-day event with food trucks.

**Smash for cash* (pay to destroy a car the Fire Department comes to rip open with the Jaws of Life).*

A ton of donated silent auction items!

I am always looking for ways to grow our fundraiser, so if you have any ideas please share.

I saw a store down south had a dunk tank going, which I thought was cool!

The Fire Department fundraiser seems to be a Win-Win-Win.

That's you win, I win, we ALL win and I love it!

Vikings Foundation & Food Shelf Program

October - November



MINNESOTA **VIKINGS**
FOUNDATION



MOLSON
COORS beverage
company



MINNESOTA **VIKINGS**
FOUNDATION
FORGE AHEAD TOGETHER

*The Minnesota Vikings Foundation is a public charity
organization with the mission of advancing the well-being of
youth through engaging health and education initiatives*



HAVE A SEAT AT *our family table*





**33,000 meals
and counting!**



HAVE A SEAT AT *our family table*



Fundraising INITIATIVES

2022 Drive raising \$2,000



St. Francis Liquor, Lite +10.5%



Bagley Liquor

JOIN THE DRIVE AGAINST HUNGER

This October and November Bagley Liquor has partnered with Miller Lite, Minnesota Vikings Foundation and the Minnesota Municipal Beverage Association (MMBA) to collect food and cash donations. Each \$1 in cash donations will be counted as 3 pound of food.



HAVE A SEAT AT *our family table*



Bringing this to life at your store



15th Annual MMBA Food Drive

FAMILY PATHWAYS
FamilyPathways.org

FOOD & FUND DRIVE
Helps feed 20,000 neighbors in our region with Family Pathways' Food & Fund Drive

- Fresh, frozen or canned fruit: apples, oranges, mixed fruit, pears
- Fresh, frozen or canned vegetables: green beans, corn, mixed vegetables
- Bags of potatoes, carrots, or onions
- Whole grain pasta, rice
- Baking and cooking items: vegetable oil, flour, sugar, spices
- Canned meats: tuna, chicken, salmon
- Hearty soups: chunky soups, stew, cream of mushroom soup

Want to give financially?
Every \$1 turns into \$7 with our buying power!

Support local families by supporting the Cambridge Family Pathways Food Shelf

Accepting Cash and Food Donations through October 31st

Silent Auction for Vikings Tickets and an autographed Vikings Jersey too!

Isanti Liquor MMBA Lite



Prizes awarded for
largest contributors!



Best Practice Sharing with Mark from Miltona

- Raised over \$24,000+
- 73,000+ pounds of food (36.5 tons)
- 146+ tons raised over the course of the contest
- Partnership with local potato farmers
- Benefits the Douglas County Outreach Food Shelf in Alexandria and Prairie Food Shelf in Parkers Prairie

Miltona Municipal Liquor Store wins food drive competition



COORS LIGHT FOOD DRIVE MUNICIPAL COMPETITION

Year	Rank	Food Donations (Tons)
2008	3RD IN STATE	1 TON OF FOOD DONATIONS
2009	1ST IN STATE	1.5 TONS OF FOOD DONATIONS
2010	2ND IN STATE	2.5 TONS OF FOOD DONATIONS
2011	2ND IN STATE	3.5 TONS OF FOOD DONATIONS
2012	1ST IN STATE	4 TONS OF FOOD DONATIONS
2013	3RD IN STATE	8 TONS OF FOOD DONATIONS
2014	2ND IN STATE	12 TONS OF FOOD DONATIONS
2015	1ST IN STATE	24 TONS OF FOOD DONATIONS
2016	1ST IN STATE	24 TONS OF FOOD DONATIONS
2017	1ST IN STATE	29 TONS OF FOOD DONATIONS
2019	1ST IN STATE	36.5 TONS OF FOOD DONATIONS
TOTAL		146 TONS!

Mark Larson, manager of the Miltona Municipal Liquor Store, holds a sign for Coors Light's food drive competition, touting Miltona finishing first in the state the past four years it has entered. (Contributed)

POS For *PAPER HORNS* or *QR Code*



Include QR code
for easy access to
Foundation's
donation form

But Wait, There's More!



Blue/Silver



Do you have what
it takes to be a
**Community Values
Champion??**

Red/Gold



Purple/Gold



Summary

Animal Shelters
April



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August - September



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October - November

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Partnership with the Vikings Foundation!

WIN
WIN
WIN

Thank you for all the support of MolsonCoors this Summer and beyond!!

PLEASE join us for some fun!!

- Garden Center Lanes
 - 3pm – 5pm
 - Bowling, Axe Throwing, Golf Simulator
 - Beers and Apps
 - Prizes Galore!
 - Photo opps with Mase and Randle



THANK YOU!



**MOLSON
COORS** beverage
company