

Coors Light and Ball Team Up to Bring Infinitely Recyclable Aluminum Cups to Allegiant Stadium Fans

WESTMINSTER, Colo. and LAS VEGAS, Nov. 30, 2020 /PRNewswire/ -- [Coors Light](#) and [Ball Corporation](#) (NYSE: BLL) today announced an agreement to bring the infinitely recyclable Ball Aluminum Cup™ to guests at the new Allegiant Stadium in Las Vegas.



Ball, a leader in cutting-edge, sustainable aluminum beverage packaging, designed the lightweight aluminum cups in response to growing consumer preference for more sustainable options when enjoying their favorite beverages.

Molson Coors (which makes Allegiant Stadium's official domestic beer, Coors Light, as well as its official craft beer, Hop Valley, and official hard seltzer, Vizzy), is doing their part to support the stadium's sustainability goals, as well as their own.

"We're proud to team up with Coors Light to bring fans at Allegiant Stadium an enhanced beverage experience and sustainable hospitality options from the start with our game-changing and infinitely recyclable aluminum cup," said Daniel W. Fisher, Ball's chief operating officer, global beverage packaging. "We introduced the aluminum cup to meet the growing demand for more sustainable packaging choices, and we're excited that our partnership with Coors Light will give fans visiting Allegiant Stadium an opportunity to further their efforts to reduce, reuse and recycle."

"Coors Light has a long history of sustainable product innovation – in fact, many people don't know that we pioneered the first-ever aluminum cans to hit the market back in 1959," says Adam Dettman, Director of partnerships and licensing at Molson Coors North America. "We're proud to continue this history by partnering with Ball to ultimately provide fans with an eco-conscious experience, and a built-in piece of memorabilia that guests can take home after enjoying a game or event at Allegiant Stadium."

Upon the start of activities at Allegiant Stadium, 100,000 of the 20-ounce aluminum cups will be available in the club seats at all events. Through this collaboration, Allegiant Stadium joins a growing number of professional football stadiums that feature the Ball Aluminum Cup™ at scale. Molson Coors encourages fans to drink responsibly.

Infinitely recyclable and economically valuable, aluminum is the most sustainable beverage packaging material, and like aluminum cans, aluminum cups can be easily recycled. In fact, 75 percent of the aluminum ever produced is still in use today. In addition to its sustainability and recycling strengths, the aluminum cup is lightweight, sturdy, cool to the touch and provides an elevated experience. It also can be customized with logos and graphics, as it will be for Allegiant Stadium.

About Ball Corporation

Ball Corporation supplies innovative, sustainable aluminum packaging solutions for beverage, personal care and household products customers, as well as aerospace and other technologies and services primarily for the U.S. government. Ball Corporation and its subsidiaries employ more than 18,300 people worldwide and reported 2019 net sales of \$11.5 billion. For more information, visit www.ball.com, or connect with us on [Facebook](#) or [Twitter](#).

About Allegiant Stadium

Located adjacent to the world-famous Las Vegas Strip, Allegiant Stadium is a global events destination, highlighted by the arrival of the NFL's iconic Raiders. Allegiant Stadium is ideally located for both visitors and locals, fully enclosed and climate controlled with a capacity of 65,000. The technologically advanced stadium will host world-class entertainment including concerts and sporting events such as the Pac-12 Championship Game and Las Vegas Bowl, as well as serve as the home of UNLV Football. The stadium project is expected to generate an economic benefit of \$620 million annually, while creating 6,000 permanent jobs in Southern Nevada. For more information, visit www.allegiantstadium.com or follow them on Facebook, Twitter

and Instagram.

About Molson Coors Beverage Company

For over two centuries Molson Coors has been brewing beverages that unite people for all of life's moments. From Coors Light, Miller Lite, Molson Canadian, Carling, and Staropramen to Coors Banquet, Blue Moon Belgian White, Saint Archer Gold, Leinenkugel's Summer Shandy, Creemore Springs and more, Molson Coors produces some of the most beloved and iconic beer brands ever made. While the company's history is rooted in beer, Molson Coors offers a modern portfolio that expands beyond the beer aisle with sparkling cocktails, hard coffee, canned wine, kombucha, cider and more. Molson Coors Beverage Company is a publicly traded company that operates through Molson Coors North America and Molson Coors Europe, and is traded on the New York and Canadian Stock Exchange. The company's commitment to raising industry standards and leaving a positive imprint on our employees, consumers, communities and the environment is reflected in Our Beer Print and our 2025 sustainability targets. To learn more about Molson Coors Beverage Company, visit molsoncoors.com.

Forward-Looking Statements

This release contains "forward-looking" statements concerning future events and financial performance. Words such as "expects," "anticipates," "estimates," "believes," "targets," "likely," "positions" and similar expressions typically identify forward-looking statements, which are generally any statements other than statements of historical fact. Such statements are based on current expectations or views of the future and are subject to risks and uncertainties, which could cause actual results or events to differ materially from those expressed or implied. You should therefore not place undue reliance upon any forward-looking statements and any such statements should be read in conjunction with, and, qualified in their entirety by, the cautionary statements referenced below. The company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Key factors, risks and uncertainties that could cause actual outcomes and results to be different are summarized in filings with the Securities and Exchange Commission, including Exhibit 99 in our Form 10-K, which are available on our website and at www.sec.gov. Additional factors that might affect: a) our packaging segments include product capacity, supply, and demand constraints and fluctuations, including due to virus and disease outbreaks and responses thereto; availability/cost of raw materials, equipment, and logistics; competitive packaging, pricing and substitution; changes in climate and weather; footprint adjustments and other manufacturing changes, including the startup of new facilities and lines; failure to achieve synergies, productivity improvements or cost reductions; mandatory deposit or other restrictive packaging laws; customer and supplier consolidation; power and supply chain interruptions; potential delays and tariffs related to the U.K.'s departure from the EU; changes in major customer or supplier contracts or a loss of a major customer or supplier; political instability and sanctions; currency controls; changes in foreign exchange or tax rates; and tariffs, trade actions, or other governmental actions, including business restrictions and shelter-in-place orders in any country or jurisdiction affecting goods produced by us or in our supply chain, including imported raw materials, such as those related to COVID-19 and those pursuant to Section 232 of the U.S. Trade Expansion Act of 1962 or Section 301 of Trade Act of 1974; b) our aerospace segment include funding, authorization, availability and returns of government and commercial contracts; and delays, extensions and technical uncertainties affecting segment contracts; c) the company as a whole include those listed plus: the extent to which sustainability-related opportunities arise and can be capitalized upon; changes in senior management, succession, and the ability to attract and retain skilled labor; regulatory action or issues including tax, environmental, health and workplace safety, including U.S. FDA and other actions or public concerns affecting products filled in our containers, or chemicals or substances used in raw materials or in the manufacturing process; technological developments and innovations; the ability to manage cyber threats and the success of information technology initiatives; litigation; strikes; disease; pandemic; labor cost changes; rates of return on assets of the Company's defined benefit retirement plans; pension changes; uncertainties surrounding geopolitical events and governmental policies both in the U.S. and in other countries, including policies, orders and actions related to COVID-19, the U.S. government elections, stimulus package(s), budget, sequestration and debt limit; reduced cash flow; interest rates affecting our debt; and successful or unsuccessful joint ventures, acquisitions and divestitures, and their effects on our operating results and business generally.

The logo for Ball, featuring the word "Ball" in a large, blue, cursive script font. A thick blue swoosh underline starts under the 'B' and extends to the right, ending under the 'l'.

SOURCE Ball Corporation

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<https://ball.mediaroom.com/2020-11-30-Coors-Light-and-Ball-Team-Up-to-Bring-Infinitely-Recyclable-Aluminum-Cups-to-Allegiant-Stadium-Fans>