



United States of America
FEDERAL TRADE COMMISSION
Washington, DC 20580

Division of Advertising Practices

June 30, 2014

Kelly Grebe
General Counsel
MillerCoors LLC
250 S. Wacker
Chicago, IL 60606

Re: MillerCoors LLC
FTC File No. 142-3048

Dear Ms. Grebe:

As you are aware, following a referral from the National Advertising Division of the Council of Better Business Bureaus, the staff of the Federal Trade Commission's Division of Advertising Practices conducted an investigation of MillerCoors LLC for possible violations of Section 5 of the Federal Trade Commission Act, 15 U.S.C. § 45. The investigation concerned whether the company made unsubstantiated claims that Coors Light and Coors Banquet cans are "vented" and "double vented."

Upon review of this matter, we have determined not to recommend enforcement action at this time. Among the factors we considered was MillerCoors' voluntary action to cease making the claims at issue in all marketing materials, including on the products' labeling. The closing of this investigation is not to be construed as a determination that a violation of law did not occur, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take such further action as the public interest may warrant.

Very truly yours,

Mary K. Engle
Associate Director

cc: Andrea C. Levine, National Advertising Division