



October 20, 2016

Dear American Doorstop Project,

Thank you so much for sharing your passion and enthusiasm for preserving the agricultural roots that have shaped our country for hundreds of years. As a beer distributor, Briggs Distributing has the unique opportunity to share the agricultural story of how much care and attention is given to the barley that goes in to each batch of beer. Barley farmers take a lot of pride in what they do, and we are thrilled that a piece of this project aims to honor and celebrate the deep traditions of these growers in Montana.

Montana barley growers have contributed millions of bushels of malted barley to Coors Brewing Company since the Huntley barley elevator was opened in 1972. Our region has a grower base of approximately 150 growers, and are proudly known as "extended family" of the Coors team. The effort that is made by Coors to build personal relationships with growers across the region is a testament to the critical role they play in developing the quality brands produced by the Coors family.

Malted barley is the heart and soul of beer, lending color, body and flavor to every sip. Without realizing it, consumers are drinking a small piece of Montana in every can and bottle of Coors Banquet and Coors Light! Although there is a lot of gratitude given to barley grower by the Coors team, much more can be done to honor these farmers and the rich history that they have in shaping the American beer industry.

Your passion for this project is inspiring. Congratulations on your Nebraska book release coming in the Spring of 2017. We are excited to help tell the Montana story!

Cheers!

Laura Rottrup  
Marketing Director  
Briggs Distributing Company, Inc.