

COORS asks the question:

WHAT IF...?

Great events in history
are just a matter of inches.
-- Richard III, Henry III,
Affirmed in the IV.

What if Napoleon had been 6'2"? Imagine how the course of history might have changed if that extra height had meant extra ability, more power to be victorious!

The capital of the U.S. might be New Orleans. You might be flunking English instead of French. Eating frog's legs at a Burger Roi. And growing up to learn about English perfume, English postcards and English kisses.

Had Napoleon been a foot taller, his chest would have been 12 inches higher. Then his most famous pose might have under-shot the mark and gone down in history as an obscene gesture.

Even if he had still lost at Waterloo, Wellington might have figured that Elba was too small for Napoleon, put him on Sicily and then, instead of the kiss of death, the Mafia might have been handing out French kisses.

What's that got to do with Coors Beer? Not much. But think about this—what if Coors Beer weren't brewed up in the high country? Then it wouldn't be the only beer brewed with pure Rocky Mountain spring water and special high country barley. It would be city beer like all the others.

But luckily for beer lovers, it's not. It's Coors. And you can Taste the High Country. Vive le Coors!



Taste the High Country.

