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**MILLER LITE TAP THE FUTURE® CELEBRATES ITS 5<sup>TH</sup> YEAR**

**EMPOWERING THE DREAMS OF ENTREPRENEURS**

*Annual business competition returns to award over \$100,000*

**CHICAGO**—Miller Lite wants to give \$100,000 to fund the next big idea. Miller Lite Tap the Future® returns, celebrating its 5<sup>th</sup> year and is searching for innovators with an unwavering commitment to making their dream a reality. As the creator of the light beer category, Miller Lite, annually sponsors the competition to empower entrepreneurs to hold true to their innovative business ideas. The competition provides business owners the opportunity to pitch live in front of Daymond John from ABC's *Shark Tank* and a panel of national judges for a chance at the cash grand prize.

Beginning today, entrepreneurs can submit applications to be entered into the three-phase competition:

- **Entry:** February 9 through April 14, 2017, entrepreneurs 21 and older can apply by submitting their business information at [MLTaptheFuture.com](http://MLTaptheFuture.com). Top ranked businesses will receive expert coaching and an invitation to compete at future live pitch events.
- **Live Pitch:** Twenty-five semi-finalists will be selected to compete in five regional live pitch events in Atlanta, Houston, Los Angeles, Chicago and New York throughout the month of July. Daymond John and a panel of expert judges will select one business in each city to win \$20,000 and advance to the national finals.
- **Finals:** Five finalists will present before a panel of executive judges in Chicago in September, where one company will win the \$100,000 grand prize.

“Tap the Future is a phenomenal opportunity for entrepreneurs to gain access to essential expert advice and funding,” said Daymond John. “For those who have made the commitment to dedicate their life to a business idea; this program offers the practical and inspirational resources to achieve their goals. If you’re a serious entrepreneur in need of a jumpstart to your business, I highly recommend applying for the Tap the Future competition.”

In its five-year history, Tap the Future has awarded more than \$1 million in equity-free capital to entrepreneurs from around the country. Alumni of the program have gone on to achieve great success generating millions in

the marketplace and creating jobs. Most recently, Santa Fe, New Mexico based company, HoneyMoon Brewery was awarded the Tap the Future grand prize. Led by co-founders Ayla Bystrom-Williams and James Hill, HoneyMoon Brewery produces a probiotic Kombucha tea with a touch of alcohol.

“Miller Lite Tap the Future provides entrepreneurs with the support and resources to help them succeed in business,” said Steve Canal, MillerCoors national community affairs. “As a company, we understand what it means to stick by an idea, and bring it to fruition, even when no one has done it before. We’re celebrating and encouraging those cutting-edge visionaries to fully commit themselves and hold true to their vision to take their business to another level. And that’s the purpose of this program; to let entrepreneurs know that despite adversity, you never give up, and success is waiting”

For official rules and more information, visit [www.MLTaptheFuture.com](http://www.MLTaptheFuture.com).

#### **About MillerCoors**

Through its diverse collection of storied breweries, MillerCoors brings American beer drinkers an unmatched selection of the highest quality beers, flavored malt beverages and ciders, steeped in centuries of brewing heritage. Miller Brewing Company and Coors Brewing Company brew national favorites such as Miller Lite, Miller High Life, Coors Light and Coors Banquet. MillerCoors also proudly offers beers such as Leinenkugel’s Summer Shandy from sixth-generation Jacob Leinenkugel Brewing Company, and Blue Moon Belgian White from modern craft pioneer Blue Moon Brewing Company, founded in 1995. Beyond beer, MillerCoors operates Crispin Cider Company, an artisanal maker of pear and apple ciders using fresh-pressed American juice, and offers pioneering brands such as the Redd’s franchise, Smith & Forge Hard Cider and Henry’s Hard Sodas. Tenth and Blake Beer Company, our craft and import division, is the home to craft brewers Hop Valley Brewing, Revolver Brewing, Saint Archer Brewing Company and the Terrapin Beer Company. Tenth and Blake also imports world-renowned beers such as Italy’s Peroni Nastro Azzurro, the Czech Republic’s Pilsner Urquell and the Netherlands’ Grolsch. MillerCoors, the U.S. business unit of the Molson Coors Brewing Company, has an uncompromising dedication to quality, a keen focus on innovation and a deep commitment to sustainability. Learn more at MillerCoors.com, at facebook.com/MillerCoors or on Twitter at @MillerCoors.

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