



**FRIEBERT, FINERTY & ST. JOHN, S.C.**  
ATTORNEYS AT LAW

Two Plaza East - Suite 1250 • 330 East Kilbourn Ave. • Milwaukee, Wisconsin 53202  
Phone 414-271-0130 • Fax 414-272-8191 • www.ffa.com

ROBERT H. FRIEBERT  
JOHN D. FINERTY  
THOMAS W. ST. JOHN  
WILLIAM B. GUIB  
BRADEN C. BACKER  
S. TODD FARRIS  
TED A. WARPINSKI  
MATTHEW W. O'NEILL  
SHANNON A. ALLEN  
JEREMY P. LEVINSON  
LAWRENCE J. GLUSMAN  
BRIAN C. RANDALL  
CHRISTOPHER M. MEULER  
SARA E. DILL\*  
M. ANDREW SKWIERAWSKI  
JOSEPH M. PELTZ

\*ALSO ADMITTED IN FLORIDA & ILLINOIS

September 30, 2009

**STATEMENT OF ANDREW MOSCHEA, PLAN MANAGER**

MillerCoors, LLC  
4000 West State Street  
Milwaukee, WI 53208

In connection of the adoption of:

Common Council File Nos.: 030896, 090234, 090463, 090464, 090466, 090479, 090480 and 090644

*In a nutshell, [the City's] support of MillerCoors Milwaukee Brewery has enabled a record setting summer for the brewery.*

*As a result, [we are]:*

- Localizing displaced volume from other breweries, the Miller-Coors joint-venture*
- Being operationally responsive to sales and marketing needs in helping MillerCoors out maneuver the competition this summer*
- Managing our costs effectively to become a more viable supply point within the MillerCoors brewery network in spite of our age and lay-out challenges*

*....we've seen our volumes increase nearly 20% this year, up over 30% in the months of July and August. We've hired over 100 new employees (full-time and temporary employees) and have positively impacted numerous local suppliers and businesses as we've assimilated the volume to the brewery. Most lines are running weekends and some seven days a week, 24 hours a day. We've done this while investing over \$26MM in the brewery and managed 62 active capital projects over the summer, many involving local equipment and service suppliers. We will end the year at 8.3 million barrels, up from 6.9 million barrels in 2008 and our preliminary figures for 2010 put us near 9 million barrels which hasn't been achieved since Milwaukee was the only brewery in the network.*

*We'd like to thank the city for its on-going support of the brewery.....*