

Lobbying And Time Expenditures

2025-2026 Legislative Session

July-December 2025

Molson Coors Beverage Company USA LLC

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
Lobbyists	28.75	31.00	\$48,073.10
Molson Coors Beverage Company USALLC			\$0.00
Brian Pleva	11.50	4.00	\$3,073.10
Schreiber GR Group			\$45,000.00
Nicole Burns	0.00	0.00	\$0.00
Annie Early	2.00	1.00	\$0.00
Jeremey J Shepherd	10.50	20.00	\$0.00
Kenneth Walsh	4.75	6.00	\$0.00
Comments:			
Non-Lobbyist Employees	0.00	0.00	\$0.00
Comments:			
Overhead			\$0.00
Payments to Officials²			\$0.00
Travel and Living Expenses			
a) Lobbyist Employees			\$48,073.10
b) Non-Lobbyist Employees			\$0.00
All Other Lobbying Expenses			\$0.00
Total Lobbying Time And Expenditures:	28.75 Hours	31.00 Hours	\$48,073.10

Allocation of Lobbying Effort	Percent
Legislative Proposals	40%
Assembly Bill 606	40 %
Budget Bill Subjects	0%
Administrative Rulemaking Proceedings	0%
Topics Not Yet Assigned A Bill Or Rule Number	60%
All matters relating to hemp based THC products.	48 %
Three Tier System	12 %
Minor Efforts	0%
All Other Matters	0%
Total Reported Lobbying Effort:	100%

Report Certified On: Wednesday, January 28, 2026

Certification and Electronic Signature

I certify I am Carrie Castro and certify that the information entered and reported to the Wisconsin Ethics Commission is an accurate record of the lobbying activities of Molson Coors Beverage Company USALLC.

I further understand that if I know or believe that the records I submit are not complete or that any part of it is not true, I may be fined \$10,000 or imprisoned for 5 years or both. I understand that Wisconsin Statutes require me to retain until 3 years from the date that the records are filed documents necessary to substantiate these reports.

