



For Immediate Release

## PRESS RELEASE

### **Beer Canada and Atlantic Convenience Stores Association partner to *Return it Right***

**ST. JOHN'S, NEWFOUNDLAND – July 24, 2018** – On behalf of brewers in Newfoundland and Labrador, Beer Canada and the Atlantic Convenience Stores Association have partnered to remind residents of the province how to properly return beer bottles to convenience stores and bottle depots.

*Return it Right* aims to help reduce instances that pose health and safety risks to consumers, store employees, distributors and brewery workers, and in turn improve the practice of returning empty beer bottles in the province.

Consumers returning empty beer bottles to Newfoundland convenience stores should keep these requirements in mind:

- No caps or trash – Do not put bottle caps, or any other objects in empty beer bottles.
- No broken/damaged bottles – broken glass is a serious risk to people handling bottles.
- Tuck the box flaps – make sure to tuck in beer box flaps before you fill the box with empty beer bottles.

Beer bottle deposit-return systems are popular across Canada. The Newfoundland and Labrador Used Beverage Container Recycling Program was first enacted in 1996 and the province has a 95% return rate on refillable beer bottles. Return systems promote recycling, reduce waste, prevent litter and help the environment. They also create jobs and encourage producer and consumer responsibility.

“Beer consumers play an important role in ensuring the continued success of Newfoundland’s deposit-return system,” said Mike Hammoud, President of Atlantic Convenience Stores Association, “The province already has an impressive return rate and *Return it Right* will improve that because fewer cases of empties will be rejected at stores”.

Canada’s brewers are serious about their commitment to the environment and strongly support deposit-return systems. “The return system in place has allowed brewers in Newfoundland to collect and reuse millions of beer bottles every year, reducing the number of containers going to landfills by tens of thousands of tonnes each year”, said Luke Harford, President of Beer Canada.

Beer Canada members and Atlantic Convenience Stores Association members are active leaders in environmental stewardship in Atlantic Canada.

**ABOUT BEER CANADA**

Beer Canada is the national trade association that advocates to ensure Canadian brewers are able to operate in a healthy regulatory environment and that beer remains a celebrated part of Canada's culture. As the national voice of beer, Beer Canada represents over 50 Canadian brewing companies that account for 90% of beer made in Canada and a category that supports 149,000 Canadian jobs, \$13.6 billion in real gross domestic product and \$5.7 billion in tax revenues for federal, provincial and municipal levels of government.

**ABOUT ATLANTIC CONVENIENCE STORES ASSOCIATION**

The Atlantic Convenience Stores Association is a paid membership, not-for-profit organization representing convenience store owners and operators in Atlantic Canada. Our mission is to represent the convenience retailing industry and provide knowledge, connections and advocacy necessary to assist ACSA members in maximizing their effectiveness and profitability.

**FOR MORE INFORMATION**

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