



## NOTICE FOR ALBERTA RETAILERS

# new advertising policy for beverage container deposits

As part of its responsibility for the collection and recycling of beverage containers in Alberta, the Beverage Container Management Board (BCMB) wants to ensure consumers are aware of refundable deposit amounts on containers and that those amounts are displayed in a consistent manner in all retail locations.

The BCMB is working toward a goal of an 85% return rate on beverage containers in Alberta, and we appreciate the support of retailers in achieving that goal and helping encourage Albertans to recycle and return their containers for a refund.

Surveys of Albertans have consistently shown that many consumers don't know the true deposit value of their beverage containers. After considerable consultation with the retail industry, the BCMB has developed a new policy for the advertising of deposits.

**Effective January 1, 2012**, all retail locations where beverages are sold in Alberta must clearly identify the deposit amount for the container, separate from the price of the product. Following are some examples of how the amounts may be displayed:

- **1 litre and under**

*Price of product + 10¢ deposit; or  
Price includes deposit of 10¢*

- **Over 1 litre**

*Price of product + 25¢ deposit; or  
Price includes deposit of 25¢*

The price and deposit information must be displayed where the container and its contents are located for sale at a retail location (i.e. on the shelf) and on all vending machines that dispense beverage containers.

If you have any questions about the advertising policy, please contact:

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The new advertising policy was approved by the Beverage Container Management Board on December 1, 2010 and is pursuant to Section 15 of the Alberta Beverage Container Recycling Regulation 101/1997, Environmental Protection and Enhancement Act.