



**BEVERAGE CONTAINER MANAGEMENT BOARD
ADVERTISING OF DEPOSIT POLICY**

I. ADVERTISING OF THE DEPOSIT IN RETAIL PREMISES

As outlined in the Alberta Beverage Container Recycling Regulation 101/97 Environmental Protection and Enhancement Act, section 15 states:

15. A retailer shall at a minimum, in a manner that is acceptable to the Board, clearly advertise, in an open and conspicuous place in the retail premises and separate from the price of the container with contents, the amount of the deposit for each type of container sold by the retailer.

The purpose of this policy is to clearly define the manner that is acceptable to the BCMB in which a retailer at their retail premise shall separately advertise the deposit and price of the beverage container and contents. At this time, there is a considerable variance of practice in the retail sector regarding the advertising of this information. The BCMB also strongly supports the need to identify the deposit value in a manner that draws attention to the deposit, as the increased awareness will help to support increased recycling and higher return rates of empty beverage containers.

As of January 1, 2012, all retail locations where ready to consume beverages are offered for sale in the province of Alberta shall clearly identify the amount of the deposit along with the price of the product as per the following examples:

- i) 1 litre and under,

Price of product + 10¢ deposit, or the price includes the deposit of 10 cents

- ii) Over 1 litre,

Price of product + 25¢ deposit, or the price includes the deposit of 25 cents

The price and deposit information shall be placed where the container and its contents are located for sale at a retail location and on all vending machines that dispense beverage containers.