

Deposit Advertising Guidelines

The following has been developed to provide guidance to retailers:

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 normally located for sale at a retail location and on all vending machines that dispense beverage containers. It is intended that the deposit value should appear on every shelf tag identifying a beverage product price. In the event that retailers are absolutely unable to comply with this intention, the BCMB may approve in extenuating circumstances, the following alternates:

- If a Retailer chooses to use shelf talkers, it is suggested that the retailer place one (1) shelf talker for every 4 feet of shelving provided that the beverage containers are all identical in size (1L or less, Over 1L);
- If the beverage container size changes on that shelf, then a new shelf talker should be placed immediately beside the new/different sized container to indicate the change, even if it is less than 4 feet;
- If the beverage containers are all different sizes, then the deposit must be on each price tag on the shelf or directly beside the price tag on the shelf;

- **For vending machines/clear door display coolers:** it is acceptable to place a sticker/signage in a conspicuous place that is clearly visible to the customer on the vending machine that is at minimum 2 ¾ inches by 2 ¾ inches and states that a 10 cent deposit has been applied/added to the price of beverage containers one (1) litre and under and 25 cents for beverage containers one (1) litre and over.

It is the obligation of the retailer to contact the BCMB to discuss alternates with the BCMB if required.

For more information, please contact:

**Beverage Container Management Board
100, 8616 – 51 Avenue, Edmonton, AB T6E 6E6**

PH: 780.424.3193
Toll Free: 1.888.424.7671
Email: info@bcmb.ab.ca
Website: www.bcmb.ab.ca