

# Who Is the Brand Owner? (Alcohol Beverage Containers)



The main question in determining who is the brand owner for an alcohol beverage product and thus responsible for the beverage's container is where did it come from?

## **New Brunswick Producers**

**Does the local producer sell products at an onsite location?**

### **Yes**

They are the brand owner and are required to register with Encorp and Recycle NB.

The producer must report and remit the CRF and the beverage container deposit to Encorp for any products they sell onsite. The reporting schedule will be set by Encorp. Products sold by ANBL will be covered in ANBL's reporting and remittance.

The producer must register their beverage containers with Encorp annually.

### **No**

The producer is the brand owner and must register with Encorp and Recycle NB.

ANBL will collect, report, and remit the CRF and beverage container deposit on their behalf under the agreement with Encorp.

## **Canadian Producers**

The producer is the brand owner and must register with Recycle NB and Encorp. They must register their containers with Encorp annually.

ANBL will collect, report, and remit the CRF and beverage container deposit on their behalf under the agreement with Encorp.

## **International Producers**

**Do they have an agent/distributor or other representative that handles their products or represents their interests in Canada?**

### **Yes**

That representative must be registered with Encorp and Recycle NB. The representative must register the containers annually with Encorp.

ANBL will collect, report, and remit the CRF and beverage container deposit on their behalf under the agreement with Encorp.

### **No**

ANBL is responsible for unrepresented beverage containers imported into New Brunswick

ANBL will collect, report, and remit the CRF and beverage container deposit on their behalf under the agreement with Encorp.