

**RECYCLING
MATTERS.**

Full Refunds Add Up.

RETAIL PROMOTIONS KIT

Free

April 1, 2024

Last Updated: February 2026



DEPOSIT ON BEVERAGE CONTAINERS FULLY REFUNDABLE FOR CONSUMERS

On April 1, 2024, the New Brunswick Beverage Containers Program underwent a significant change. It transitioned to an extended producer responsibility (EPR) model overseen by Recycle NB, as mandated by the [Designated Materials Regulation \(Clean Environment Act\)](#). Encorp Atlantic/Encorp Atlantique (“Encorp”) is the producer responsibility organization (PRO) in charge of the EPR Beverage Containers Program.

The most immediate and exciting change for consumers with the switch to EPR has been the financial benefit of recycling empty beverage containers. For more than 30 years, NB consumers had been used to paying deposits when purchasing sealed, ready-to-drink beverage products and getting back half of these deposits as refunds when returning empty containers for recycling at designated used beverage container (UBC) return locations. Since April 1, 2024, the *Designated Materials Regulation* requires that these deposits be fully refunded to consumers at UBC return locations – meaning more money back into their pockets when recycling!

Deposit values are determined and set by Encorp in its Stewardship Plan submitted to Recycle NB as the PRO responsible for the EPR Beverage Containers Program. They are currently set as follows.

CONTAINER TYPE*	DEPOSIT (IN EFFECT SINCE APRIL 1, 2024)
All container types except non-refillable glass alcohol containers over 500 ml	10 cents
Non-refillable glass alcohol containers over 500 ml	20 cents
Refillable glass (beer bottles)	10 cents

TAKE NOTE!

- **Retailers are responsible for charging consumers deposits on containers for all ready-to-drink beverage products (in sealed containers of 5 L and under) that fit the *Designated Materials Regulation’s* definition of “beverage.”** The Regulation defines “beverage” as “a ready-to-serve liquid that is intended for human consumption but does not include milk, plant-based milk product alternatives that are fortified and a source of protein, unprocessed apple cider, concentrated drinks, infant formula, meal replacements or formulated liquid diets.” A [handy reference sheet outlining what to look for on beverage product labels to identify excluded products](#) is available on Encorp’s website. Select the “Excluded Products” button in the menu on the right on the NB Program webpage (Beverage Industry menu).
- **Since the deposits are charged to consumers separately from the price of the beverage products and must be refunded in full to consumers when returning empty containers at designated UBC return locations, they should be listed as separate line items on consumer receipts.**
- Deposits should also be listed separately on business-to-business (B2B) invoices.
- **Because deposits are fully refundable to consumers, they are not subject to NB’s Harmonized Sales Tax (HST).**

WHAT RETAILERS SHOULD KNOW ABOUT THE CONTAINER RECYCLING FEE (CRF) ON DEPOSIT-BEARING BEVERAGE CONTAINERS

Since April 1, 2024, the EPR Beverage Containers Program has container recycling fees (CRFs) set by container type to cover the estimated net costs of recycling each material stream. CRFs are internal handling/management fees charged to beverage producers by Encorp to cover the estimated net costs of recovering and recycling the containers for their products. The exact amount set for each container depends on how cost-effective a container's material type is to recycle. **CRFs are adjusted annually on April 1st. [Current CRF amounts are listed on Encorp's website.](#)**

Producers are allowed – at their discretion – to absorb or pass on the CRF costs to retailers, who, in turn, may absorb or pass on these costs to consumers. When passed on to consumers, the *Designated Materials Regulation* states that the CRF must be integrated into the total advertised sales price of a beverage container and the sales price of the beverage container on the receipt of the sale.

TAKE NOTE!

- As per *the Designated Materials Regulation*, while the presence of a CRF can be communicated to the public (for example, through means like shelf talkers or point-of-sale displays), **the CRF cannot be presented by retailers as a separate line item that is part of the point-of-sale calculation (including the subtotal, HST, etc.) on consumer receipts. The only permissible “fee” retailers are allowed to display as a separate line item on consumer receipts is the fully refundable deposit on the beverage container.**
- The requirement above for internalized fees does not extend to business-to-business (B2B) invoices.
- CRFs are subject to NB's Harmonized Sales Tax (HST), regardless of whether the beverage itself is taxable or non-taxable. Encorp charges the CRFs to beverage producers in their monthly reports and remittances to Encorp. HST is calculated at 15% on top of the CRF amounts.
- **Recycle NB has guidelines to help decipher what is permissible and what is not regarding displaying CRFs at retail, which are available on its website. Go to recyclenb.com/industry-beverage-containers-program (look under the “Fees” tab).**

Receipt & Shelf Talker Examples (When Passing on CRF Costs to Consumers)

Consumer receipts:

NON COMPLIANT	COMPLIANT	COMPLIANT	COMPLIANT																																																																																	
<p>ABC Enterprise Date: 2024/04/01 Time: 00:00.01</p> <table border="1"> <thead> <tr> <th>Description</th> <th>Qty</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Orange Juice</td> <td>01</td> <td>2.99</td> </tr> <tr> <td>Deposit</td> <td>01</td> <td>\$0.10</td> </tr> <tr> <td>CRF</td> <td>01</td> <td>0.03</td> </tr> <tr> <td>Subtotal</td> <td></td> <td>\$ 3.12</td> </tr> <tr> <td>HST (15%)</td> <td></td> <td>\$ 0.45</td> </tr> <tr> <td>TOTAL:</td> <td></td> <td>\$3.57</td> </tr> </tbody> </table>	Description	Qty	Total	Orange Juice	01	2.99	Deposit	01	\$0.10	CRF	01	0.03	Subtotal		\$ 3.12	HST (15%)		\$ 0.45	TOTAL:		\$3.57	<p>ABC Enterprise Date: 2024/04/01 Time: 00:00.01</p> <table border="1"> <thead> <tr> <th>Description</th> <th>Qty</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Orange Juice</td> <td>01</td> <td>\$3.02</td> </tr> <tr> <td>Deposit</td> <td>01</td> <td>\$0.10</td> </tr> <tr> <td>Subtotal</td> <td></td> <td>\$3.12</td> </tr> <tr> <td>HST (15%)</td> <td></td> <td>\$0.45</td> </tr> <tr> <td>TOTAL:</td> <td></td> <td>\$3.57</td> </tr> </tbody> </table>	Description	Qty	Total	Orange Juice	01	\$3.02	Deposit	01	\$0.10	Subtotal		\$3.12	HST (15%)		\$0.45	TOTAL:		\$3.57	<p>ABC Enterprise Date: 2024/04/01 Time: 00:00.01</p> <table border="1"> <thead> <tr> <th>CODE</th> <th>Description</th> <th>Qty</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>0001</td> <td>Orange Juice</td> <td>01</td> <td>\$3.02</td> </tr> <tr> <td></td> <td>Deposit</td> <td>01</td> <td>\$0.10</td> </tr> <tr> <td></td> <td>Subtotal</td> <td></td> <td>\$3.12</td> </tr> <tr> <td></td> <td>HST (15%)</td> <td></td> <td>\$0.45</td> </tr> <tr> <td>TOTAL:</td> <td></td> <td></td> <td>\$3.57</td> </tr> </tbody> </table> <p><small>1 - Includes Container Recycling Fee (CRF) of \$0.03</small></p>	CODE	Description	Qty	Total	0001	Orange Juice	01	\$3.02		Deposit	01	\$0.10		Subtotal		\$3.12		HST (15%)		\$0.45	TOTAL:			\$3.57	<p>ABC Enterprise Date: 2024/04/01 Time: 00:00.01</p> <table border="1"> <thead> <tr> <th>Description</th> <th>Qty</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Orange Juice</td> <td>01</td> <td>\$3.02</td> </tr> <tr> <td>Deposit</td> <td>01</td> <td>\$0.10</td> </tr> <tr> <td>Subtotal</td> <td></td> <td>\$3.12</td> </tr> <tr> <td>HST (15%)</td> <td></td> <td>\$0.45</td> </tr> <tr> <td>TOTAL:</td> <td></td> <td>\$3.57</td> </tr> </tbody> </table> <p><small>A Container Recycling Fee (CRF) is included in the product total of all deposit-bearing beverage products sold in New Brunswick</small></p>	Description	Qty	Total	Orange Juice	01	\$3.02	Deposit	01	\$0.10	Subtotal		\$3.12	HST (15%)		\$0.45	TOTAL:		\$3.57
Description	Qty	Total																																																																																		
Orange Juice	01	2.99																																																																																		
Deposit	01	\$0.10																																																																																		
CRF	01	0.03																																																																																		
Subtotal		\$ 3.12																																																																																		
HST (15%)		\$ 0.45																																																																																		
TOTAL:		\$3.57																																																																																		
Description	Qty	Total																																																																																		
Orange Juice	01	\$3.02																																																																																		
Deposit	01	\$0.10																																																																																		
Subtotal		\$3.12																																																																																		
HST (15%)		\$0.45																																																																																		
TOTAL:		\$3.57																																																																																		
CODE	Description	Qty	Total																																																																																	
0001	Orange Juice	01	\$3.02																																																																																	
	Deposit	01	\$0.10																																																																																	
	Subtotal		\$3.12																																																																																	
	HST (15%)		\$0.45																																																																																	
TOTAL:			\$3.57																																																																																	
Description	Qty	Total																																																																																		
Orange Juice	01	\$3.02																																																																																		
Deposit	01	\$0.10																																																																																		
Subtotal		\$3.12																																																																																		
HST (15%)		\$0.45																																																																																		
TOTAL:		\$3.57																																																																																		

The first receipt (shown in red) is non-compliant because the CRF is listed as a separate fee.

As long as the CRF is included in the beverage’s price (as it is in the receipt examples shown in green), retailers may choose whether or not to display additional text on the receipt indicating that a CRF was included.

Shelf talkers:

<p>NON COMPLIANT</p> <div style="border: 1px solid black; padding: 5px;"> <p>Orange Juice. \$2.99</p> <p>Container Recycling Fee (CRF) added at checkout (\$0.03)</p> </div>	<p>COMPLIANT</p> <div style="border: 1px solid black; padding: 5px;"> <p>Orange Juice. \$3.02</p> </div>
	<p>COMPLIANT</p> <div style="border: 1px solid black; padding: 5px;"> <p>Orange Juice. \$3.02</p> <p>Price includes a Container Recycling Fee (CRF).</p> </div>
	<p>COMPLIANT</p> <div style="border: 1px solid black; padding: 5px;"> <p>Orange Juice. \$3.02</p> <p>(\$2.99 + \$0.03 CRF)</p> </div>

The shelf-talker shown in red is non-compliant because the CRF is listed as a separate fee, which will be charged to consumers at checkout.

As long as the CRF is included in the beverage’s price (as it is in the examples shown in green), retailers may choose whether or not to display additional text on shelf-talkers indicating that a CRF is included.

CRF Messaging 5" x 3.5"

Retailers who are passing on the CRF to consumers and would like some standard messaging about this to feature near beverage product displays or point-of-purchase (checkout) areas in-store can use the following creative, which links to Encorp's website for more information for consumers, including current CRF rates. Retailers can contact Encorp to request printed copies. They can also [access the design on Encorp's website](#) to use its elements and/or submit the design to their preferred print shop to order – at their own expense – as many copies as necessary.



Note: If retailers wish to create their own consumer education for use in their stores (with any type of messaging that differs from the Encorp materials presented in this toolkit), they must submit those materials to Recycle NB for review and approval.

PROMOTIONS CAMPAIGN

RECYCLING MATTERS. Full Refunds Add Up.

Since April 1, 2024, Encorp's "*Recycling Matters. Full Refunds Add Up.*" campaign has highlighted the exciting news that deposits on beverage containers are now fully refundable when consumers do the right thing – recycle their empty containers! The campaign is visible online and in various traditional advertising formats in communities throughout NB. Additionally, consumer education takes place at UBC return locations.

Encorp invites retailers to join the cause by utilizing the creatives it has developed for their beverage product displays or at point-of-purchase (checkout) areas in-store. The creatives emphasize the benefits of returning empty beverage containers to designated UBC return locations for full refunds on deposits and provide a link to Encorp's consumer education website – encorpatl.ca/recycle - for more information.

Posters 17" x 11"



Encorp's "Recycling Matters. Full Refunds Add Up." poster is meant to be showcased in UBC return locations and retail stores, whether on walls or in checkout areas.

Retailers can contact Encorp to request FREE printed copies. They can also access the design on Encorp's website and submit it to their preferred print shop to order — at their own expense — as many copies as necessary.



Shelf-Talkers 3" x 8.5"

Encorp's "Recycling Matters. Full Refunds Add Up." shelf-talkers are specifically designed for placement on beverage product display shelves. Various versions featuring typical beverage products for which containers are subject to a deposit are available.

Retailers can contact Encorp to request FREE printed copies. They can also access the designs for the specific shelf-talkers they wish to use in their stores via [Encorp's website](#) and submit them to their preferred print shop to order — at their own expense — as many copies as necessary.

- A** Intended for placement next to displays of all deposit-bearing beverage products (except alcohol beverage products packaged in non-refillable glass containers over 500 ml).
- B** Intended for placement solely next to displays of deposit-bearing alcohol beverage products packaged in non-refillable glass containers over 500 ml.

