

WORTH THE RETURN

Empties now mean
full refunds.

RETAIL PROMOTIONS KIT

April 1, 2026

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RECYCLE

DEPOSIT ON BEVERAGE CONTAINERS FULLY REFUNDABLE FOR CONSUMERS

On April 1, 2026, the Prince Edward Island (PEI) Beverage Container Program will transition to an extended producer responsibility (EPR) under the [Materials Stewardship and Recycling Regulations \(Environmental Protection Act\)](#). Encorp Atlantic/Encorp Atlantique (“Encorp”) is the producer responsibility organization (PRO) who will manage this new EPR Program.

The most immediate and exciting change for consumers with the switch to EPR will be financial benefit of recycling empty beverage containers. PEI consumers are 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. Starting April 1, 2026, the *Materials Stewardship and Recycling Regulations* require 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 the Department of Environment, Energy and Climate Action, as the PRO responsible for the new PEI Beverage Container Stewardship Program. They will be as follows.

IN EFFECT: APRIL 1, 2026		
CONTAINER TYPE*	DEPOSIT	REFUND
All container types except non-refillable glass alcohol containers over 500 ml	10 cents	10 cents
Non-refillable glass alcohol containers over 500 ml	20 cents	20 cents
Refillable glass (beer bottles)	10 cents	10 cents

TAKE NOTE!

- **Retailers will be 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 *Materials Stewardship and Recycling Regulations*’ definition of “beverage.”** The Regulations define “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 PEI Program webpage (Beverage Industry menu).
- **Since deposits will be charged to consumers separately from the price of beverage products and 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 can and should be listed separately on business-to-business (B2B) invoices.
- **Because deposits will be refunded in full to consumers, they will not be subject to PEI’s Harmonized Sales Tax (HST).**

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

Starting April 1, 2026, the PEI Beverage Container Stewardship Program will have container recycling fees (CRFs) set by container type to cover the estimated net costs of recycling each material stream. CRFs – or “eco-fees” – are handling/management fees which will be 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 will depend on how cost-effective a container’s material type is to recycle. **CRFs will be adjusted annually on April 1st. [CRF amounts are listed on Encorp’s website.](#)**

The *Materials Stewardship and Recycling Regulations* do not prohibit producers from recovering the costs/fees related to their beverage containers recycling program, meaning the CRFs charged by Encorp. Producers who wish to recover their CRF costs from consumers can either internalize the fees/include them in the total price of their beverage products or charge them directly to consumers as a separate fee on top of the beverage product price. The choice is left to industry and its retail partners.

TAKE NOTE!

- **When passing on the CRF costs directly to consumers, it is recommended, but not mandatory, that the presence of a CRF be communicated to the public by retailers (for example, through means like shelf talkers or point-of-sale displays) and that it be featured as a separate line item in the point-of-sale calculation (including the subtotal, HST, etc.) on consumer receipts.**
- When passing on the CRF costs directly to consumers, it is recommended that CRFs be clearly indicated in business-to-business (B2B) invoices between producers and retailers.
- **Some producers may wish to internalize the CRF fees instead by integrating them into the total sales price of their beverage products. In such instances, retailers can still display these costs on shelf-talkers and in consumer receipts by indicating that a CRF was included in the beverage’s total price, but the CRF should not be added as a separate line item in the point-of-sale calculations on consumer receipts.**
- CRFs will be subject to PEI’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 will be calculated at 15% on top of the CRF amounts.

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

Consumer receipts:

EXAMPLE 1

ABC Enterprise		
Date: 2026/04/01		
Time: 00:00.01		
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

EXAMPLE 2

ABC Enterprise			
Date: 2026/04/01			
Time: 00:00.01			
CODE	Description	Qty	Total
0001	Orange Juice	01	\$3.02
	Deposit	01	\$0.10
Subtotal			\$3.12
HST (15%)			\$0.45
TOTAL:			\$3.57
1 - Includes Container Recycling Fee (CRF) of \$0.03			

EXAMPLE 3

ABC Enterprise		
Date: 2026/04/01		
Time: 00:00.01		
Description	Qty	Total
Orange Juice	01	\$3.02
Deposit	01	\$0.10
Subtotal		\$3.12
HST (15%)		\$0.45
TOTAL:		\$3.57
A Container Recycling Fee (CRF) is included in the product total of all deposit-bearing beverage products sold in Prince Edward Island		

The CRF—when passed on to consumers—may be displayed as a separate fee (as shown in the first example) or included in the beverage’s price (as shown in the second and third examples). When the CRF is integrated into the price, any additional messaging on the receipt referencing the CRF—such as the footnotes in the second and third examples—is optional.

Shelf talkers:

EXAMPLE 1

Orange Juice. \$2.99

Container Recycling Fee (CRF) added at checkout (\$0.03)

EXAMPLE 2

Orange Juice. \$3.02

Price includes a Container Recycling Fee (CRF).

EXAMPLE 3

Orange Juice. \$3.02

(\$2.99 + \$0.03 CRF)

The CRF can either be charged as a separate fee at checkout (as shown in the first example) or included in the beverage’s price (as shown in the second and third examples). When the CRF is integrated into the price, any additional messaging on shelf-talkers referencing the CRF is optional.

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.

CONTAINER RECYCLING FEE

A container recycling fee (CRF) may be added to the price or included in the price of certain beverage products. The CRF is an eco fee that goes towards recovering the cost of recycling the containers.



worththereturn.ca

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PROMOTIONS CAMPAIGN

**WORTH^{THE}
RETURN**

Empties now mean **full** refunds.
Return empty beverage containers to a depot to get full refunds on deposits.

Beginning April 1, 2026, Encorp's "Worth the Return. Empties Now Mean Full Refunds." campaign will highlight the exciting news that deposits on beverage containers are now fully refundable when consumers do the right thing – recycle their empty containers! The campaign will be visible online and in various traditional advertising formats in communities throughout PEI. Additionally, consumer education will take 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 – worththereturn.ca – for more information.

Posters/Handouts

17" x 11" (poster) & 11" x 8.5" (handout)



Encorp's "Worth the Return. Empties Now Mean Full Refunds." poster is meant to be showcased in UBC return locations and retail stores, whether on walls or in checkout areas.

A smaller handout version is also available for retailers to share with customers at the point of sale.

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 "Worth the Return. Empties Now Mean Full Refunds." 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.

