

BEVERAGE INDUSTRY Journal

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WINTER 2026

BEVERAGE INDUSTRY PORTAL UPDATE



Encorp is pleased to announce that the *Beverage Industry Portal* has now been updated to accommodate reporting for both New Brunswick and Prince Edward Island. All users will be required to choose the province they are remitting for when completing a report.

[READ MORE](#)

PEI WEBINAR UPDATE

We would like to thank all beverage industry members who joined us for our informational webinar regarding the new Prince Edward Island Extended Producer Responsibility Beverage Containers Stewardship Program on February 26, 2026. Your engagement and questions helped make the session productive and insightful, and we will be updating the FAQ on our website to answer the questions we received during this webinar. [READ MORE](#)

ENCORP ATLANTIC WELCOMES MEGAN BOYLE TO ITS BOARD OF DIRECTORS



Encorp Atlantic is pleased to welcome Megan Boyle as the newest member of its Board of Directors.

Megan currently serves as Senior Director of Government Affairs at Red Bull North America, where she leads legislative advocacy, strategic government relations, and supports crisis management initiatives across multiple jurisdictions. [READ MORE](#)

PEI TRANSITION TO EXTENDED PRODUCER RESPONSIBILITY COMING SOON

WORTH^{THE} RETURN

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

20¢
GLASS OVER 500 ML
ALCOHOL ONLY



10¢
ALL OTHER
CONTAINERS



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 container.

worththereturn.ca



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This poster offers an early look at the public-facing materials that will roll out after April 1 to help PEI residents understand the new beverage container program.

Prince Edward Island's transition to an Extended Producer Responsibility Beverage Container Stewardship Program takes effect on April 1, 2026.

If your company has not yet done so, please complete the *Producer Contact Information Form*

and the *Beverage Product Registry*, both [available on our website](#), and submit them to us as soon as possible. Once received, our legal team can begin preparing an agreement for your company.

[READ MORE](#)

UPDATE ON NB PROGRAM

As of January 1, 2026, the New Brunswick (NB) Beverage Containers Program is now operating under the updated *Designated Materials Regulation 2024-37*. An updated *Producer Information Kit* has been [uploaded to Encorp's website](#) to reflect the changes made to the Regulation.

As the official producer responsibility organization managing the Extended Producer Responsibility Program in NB, it was Encorp's responsibility to submit a new stewardship plan aligning with the updated Regulation, covering January 1, 2026, to December 31, 2030, to Recycle NB. This plan was approved in the fall of 2025 and is available to all stakeholders on [Encorp's website](#). [READ MORE](#)

STEWARDSHIP PLAN
NEW BRUNSWICK
BEVERAGE CONTAINERS PROGRAM
SUBMITTED TO RECYCLE NB - JUNE 27, 2025
REVISED - SEPTEMBER 15, 2025

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