

## Refillable Beer Bottle Contributes to Cleaner Air

Canada's brewers launch new "pro-refillable" advertising campaign

OTTAWA, April 28 /CNW Telbec/ - Canada's brewers are celebrating over 80 years of environmental protection by reminding Canadians to take care of their most valuable player in achieving the Kyoto goal, the industry standard refillable beer bottle (ISB), through an advertisement titled "Quite possibly the most environmentally friendly container on earth."

"With a return rate averaging 97% across the country, our bottle is not only environmentally friendly, it is Kyoto friendly," said Howard Collins, President of the Brewers of Canada. "With nearly 4 billion beer bottles returned each year, the ISB diverts over 1 million tonnes of waste from Canadian landfills annually, saving millions for municipal taxpayers across the country while at the same time reducing over 187,000 tonnes of greenhouse gas emissions. This is a tremendous contribution from our industry in helping Canada achieve its Kyoto goals", added Collins.

"The Canadian beer industry's commitment to recycling is good for the environment and is a good example for other industries," said Ontario Environment Minister Leona Dombrowsky.

The recovery of refillable beer bottles, other non-refillable beer containers and all associated beer packaging leads to the diversion of 1.3 million tonnes of beer packaging from Canadian landfills each year - this makes Canada's brewers the largest single private self-financing and self-contained waste diversion effort in Canada.

"The Canadian brewing industry's deposit-refund system and use of refillable containers is a model system for North America," said Patricia Franklin from the Container Recycling Institute in Arlington, Virginia.

"Canada's brewers have continued to use the voluntary deposit system, long ago dismantled by America's beer and soft drink industries that is now causing huge problems on our landfills."

The Brewers of Canada is encouraging Ontario residents to look for ads featuring quite possibly the most environmentally friendly container on earth, and remind them that if they find a container without a home, to take it to

nearest Beer Store outlet so it can complete its mission.

Established in 1943, the Brewers of Canada is a voluntary association of 16 brewers from coast to coast that represents 97 percent of the beer brewed in Canada. The Brewers of Canada works with its members, governments, stakeholders and the public to progressively improve the marketplace for beer while, encouraging the responsible use of beer and the protection of our environment.

For further information: Howard Collins, President, Brewers of Canada  
(613) 232-9090

BREWERS OF CANADA - More on this organization



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Note: the Container Recycling Institute is one of the organizations endorsing this ad campaign



## Quite possibly the most environmentally friendly container on earth.

Here's something to make your favourite beverage go down easy. The humble beer bottle is an amazing little story. Did you know 98% of all refillable beer bottles are returned, and we reuse each one 15-20 times. By reusing over 1.5 billion bottles and recycling another 120 million non-refillables, Ontario's brewers diverted almost

467,671 tonnes of beer packaging from landfill last year. That's 34% more consumer packaging than Ontario's entire blue box system diverts in a year. Overall, our use of refillable bottles avoids 75,438 tonnes of green house gas emissions every year – that's like taking 48,968 cars off the road. So thanks for letting us fill you in.

Now, you've earned yourself a refreshment break. And remember, everything's better when it's in a refillable bottle.



**Brewers of Canada**

[www.brewers.ca](http://www.brewers.ca)

Leading environmental organizations agree refillable beer bottles are a great way to protect the environment.



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