

Beverage Container Recycling Program Expansion

Inclusion of Wine & Distilled Spirits & Fruit and Vegetable Juices of All Container Sizes for Dealers

Presenter:

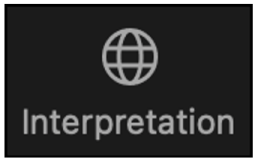
Cameron Swinko
Supervisor, Dealer Management Unit

December 14, 2023

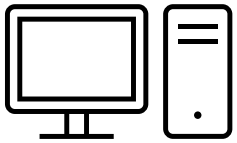
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Today's Topics

1. Introductions and opening remarks
2. How to submit questions or comments
3. New beverages and container types that will be subject to CRV starting January 1, 2024
4. CRV labeling on beverage containers
5. Shelf labeling
6. Consumer education
7. In-store redemption of CRV containers
8. Questions and answers



Introductions

Opening Remarks

Jennifer Akins, Chief,

Certification & Registration Branch, Division of Recycling

SB 1013 & SB 353 Changes and Program Overview

Cameron Swinko, Supervisor Dealer Management Unit

Questions and Feedback

Lisa Fernandez, Supervisor Convenience Zone Unit



Opening Remarks

Jennifer Akins



How to Submit Questions and Comments

- Please keep comments on topics related to Beverage Dealer sales of newly covered CRV beverages.

- Use the Q&A button to submit questions during the presentation. These questions will be answered at the end of the session.

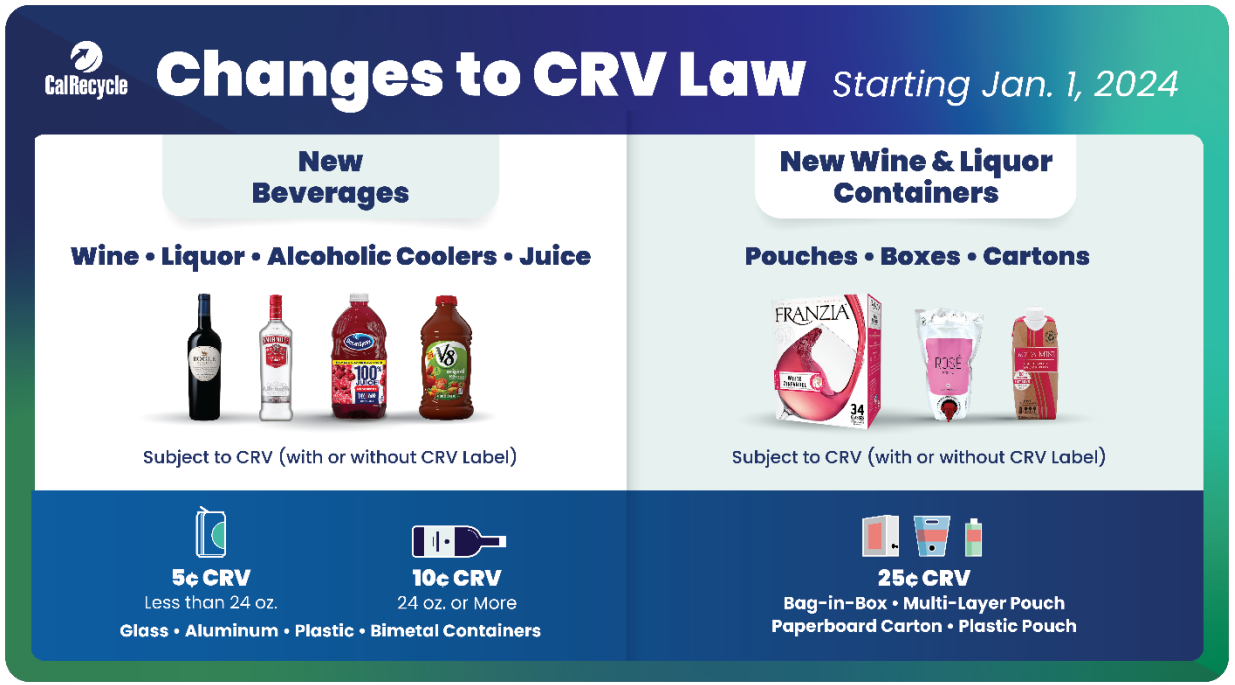


New Beverages and Container Types Subject to CRV beginning January 1, 2024

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In a nutshell:



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Effective January 1, 2024, the following <u>new beverages</u> will be subject to CRV:

- *<u>ALL</u>* Wine and Distilled Spirits
- All Wine and Distilled Spirit *Coolers* with any percent ABV
- Fruit juices and vegetable juices of any container size



CRV rates for Wine and Distilled Spirits or juice in Glass, Aluminum, Plastic or Bimetal cans or bottles will be:

- 5 cents ($0.05) for containers less than 24 ounces
- 10 ($0.10) cents for containers 24 ounces or greater



Effective January 1, 2024, the following <u>new</u> <u>beverage container types</u> will be subject to 25 cent CRV:

- Wine or Distilled Spirits packaged in boxes, bladders, pouches, or similar containers
  - •Bag in Box
  - •Multilayer Pouch
  - •Paperboard Carton







- 25 cent ($0.25) CRV per container

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How do these changes affect you?

- Your distributors will begin charging you 5c/10c CRV for Wine, Distilled Spirits, Wine/Distilled Spirit Coolers and Mixed Cocktails – In Aluminum, Plastic, Glass and Bimetal starting January 1, 2024

- Your distributors will begin charging you 25c CRV on Wine, Distilled Spirits, Wine/Distilled Spirit Coolers and Mixed Cocktails – In Bag, Box, or Pouch type containers starting January 1, 2024

- You may start charging your customers for these CRV items beginning on January 1, 2024



CRV Labeling



CRV Labeling is optional between January 1, 2024 and June 30, 2025 for new beverages.

- A CRV labeling message is optional for the new beverages and container types, but is **not** required from January 1, 2024 through June 30, 2025

- Starting July 1, 2025 all new beverages and container types need CRV labeling with some exemptions (see next slide)



The labeling exemptions:

- Wine and distilled spirits bottled prior to January 1, 2024 will not require a label
- Juice bottled prior to July 1, 2024 will not require a label

- *Even if unlabeled, wine and distilled spirits and large juice containers are still subject to CRV*



How does the labeling change affect dealers?

- Distributors may sell dealers these newly added items without a CRV message until June 30, 2025
- Dealers may sell these new items to consumers (without a CRV message) until June 30, 2025
  - Beverages meeting the labeling exemption may not have a CRV label even after July 1, 2025
- Recycling Centers, Option A dealers, and, after January 1, 2025, dealer cooperatives will be expected to redeem these new items even without the CRV message
- Some consumers may be confused about the changes to the law; dealers may use the resources provided to help educate customers



Summary of Labeling Changes

- All items sold by your distributor should have the CRV message after June 30, 2025, **except**:
    1. Wine/Distilled Spirits bottled before January 1, 2024
    2. 100% Fruit Juice more than 46 oz bottled prior to July 1, 2024
    3. 100% Vegetable Juice more than 16 oz bottled before July 1, 2024
- The dealer and the distributor will need to create a plan for proper labeling after June 30, 2025
- Beverages subject to CRV may not be sold after June 30, 2025 without a CRV label (unless exempted)
    - It is the dealer's responsibility to work with their distributor for any non-exempt items without the CRV message to be offered for sale after June 30, 2025



Shelf Labeling



All dealers with a location size greater than 4,000 square feet of sales and storage area are required to display California Redemption Value (CRV) as a separate component of the beverage container price on all advertising and shelf labels.



Dealers have until January 15, 2024 to update their shelf labels with the new items:

- Wine
- Distilled Spirits
- Related Coolers and Mixed Cocktails
- 100% Fruit Juice over 46 ounces
- 100% Vegetable Juice over 16 ounces



Consumer Education



Some consumers may not be aware of these changes. CalRecycle outreach plans include:

- Posters similar to Slide #9 are made available for dealers to post at point-of-sale counters or anywhere in store where visible to consumers
    - Printed posters will be mailed to dealers in late December 2023
    - Additional posters may be downloaded online and printed by dealers: https://www2.calrecycle.ca.gov/Docs/Web/126276 or from the dealer/retailer page: https://calrecycle.ca.gov/bevcontainer/retailers/



(continue from last slide…)

- Office of Public Affairs is providing news media with information on these changes
- Our social media team is offering guidance to consumers with questions



Consumer Questions Contact Information

1-800-RECYCLE

opa@calrecycle.ca.gov *(General Program Questions)*

complaints@calrecycle.ca.gov *(Retailer/Dealer Complaints)*



In-Store Redemption of CRV Containers

(Applicable only if your store is an "Option A Dealer" in an Unserved Convenience Zone currently redeeming empty CRV containers in-store)

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- Option A dealers must accept the new items, even without the CRV message if purchased by the consumer after January 1, 2024
- The dealer may ask the consumer when the items were purchased; if the consumer confirms that the items were purchased before January 1, 2024, the items may be rejected
  - However, no proof is required if the consumer affirms that products were purchased after January 1, 2024



Questions and Answers

- **Q & A Button**

  Use the Q&A button on the bottom of your screen to submit questions during the presentation

Please keep comments on topics related to Beverage Dealer sales of newly covered CRV beverages.



Thank you!

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https://www2.calrecycle.ca.gov/Listservs/

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