

GUIDELINES

BEVERAGE CONTAINER LABELLING REQUIREMENTS

The Department of Environment requires that all beverage containers covered by the *Beverage Container Act* carry a refund notice advising consumers that the empty container carries a refund value.

As a matter of policy, the Department decided to permit generic labelling instead of province specific labelling. It was felt generic labelling was more efficient and less costly to bottlers and manufacturers and might lend encouragement to standardized labelling requirements throughout all Canadian jurisdictions.

WORDING

The Department is open to variations of the wording as long as the concept of a refund is evident **and the message is in both English and French**. From the Department's perspective, the important point is the content of the message and that it is readily visible.

SIZE

In order to ensure that the message is readily visible to consumers, the Department has established 3.2 mm (1/8 in) as the minimum letter size. If both upper and lower case letters are used, the upper case must meet the 3.2 mm requirement, while the lower case may be appropriately smaller.

LOCATION

The message must be placed on the container anywhere that is readily visible, and it must be on the container when it is empty. In other words, it cannot be placed on a lid that is discarded when the container is opened. Front labels, back labels, can tops, necks, inkjet on the container, imprints moulded into the container or adhesive stickers are all acceptable.

EXCLUSIONS

Products excluded entirely from the coverage of the *Act* are apple cider that has not been heated, pasteurized or otherwise processed, milk, milk products, soya milk, concentrates, or any liquid excluded by Regulation.

The Department requires, **without exception**, that all regulated beverages for sale in New Brunswick, carry the label message in both official languages.

For additional information:

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LABELLING NOTICES THAT ARE IN USE BY COMPANIES IN THE BEVERAGE INDUSTRY

(This is NOT an exhaustive list - companies have used many other forms that are acceptable)

FOR A CAN:

- Return for Refund/ Canette Consignée

FOR A BOTTLE:

- Return for Refund/ Bouteille Consignée
- Return for Refund (or deposit) for a refillable/ Bouteille consigné selon la législation/ Bouteille consignée selon la loi/ Bouteille consignée lorsqu'il y a lieu

FOR ANY CONTAINER:

- Return for Refund/ Retourner pour remboursement
- Refundable/ Consignée
- Refund/ Consigné
- Return for refund where applicable/ Consigné là où la loi le prescrit/ Consigné selon la législation/ Consigné lorsqu'il y a lieu/ Retour pour remboursement, le cas échéant
- Refund where applicable/ Consigné là où prescrit

PLEASE NOTE: Quebec 5¢ refund is by itself not a valid refund message, but in conjunction with a bilingual refund message as above, is acceptable.