



Media Release

NLC and Brewers to Improve the Way People Return Empty Beer Bottles

June 29, 2010, St. John's, NL- In an effort to ensure the safety of those handling empty bottle returns, and to improve the overall cleanliness of the process, The Newfoundland Labrador Liquor Corporation (NLC) in association with the Brewers Association of Canada, Labatt and Molson Coors today launched "Operation Clean Case".

NLC President Steve Winter described Operation Clean Case as an awareness campaign outlining standards that must be adhered to when returning empty beer bottles to a depot to make the process safer and cleaner. "Brewers in this province handle millions of dozens of bottles a year, and employees who work with empties should not be subject to garbage and objects that may pose a risk to their health and safety," said Steve Winter.

Under the guidelines an acceptable return must have all flaps tucked inside the box before it is filled with industry-approved brown bottles only. All caps removed and not placed in the empty bottles, and boxes and bottles free of trash. Plastic bags, wet cases or non-industry boxes are no longer acceptable.

The campaign theme "Be Empty Minded: Get Bottle Wise" will feature colourful, easy to follow guides designed to clean up the way people return their empty beer bottles. Consumers will be reminded through case inserts in the coming months on what is considered an acceptable condition of empty beer bottle returns and how easy it is to keep the process safe and clean.

Luke Harford of the Brewers Association of Canada said, "On behalf of the brewers we are pleased to partner with the NLC in this initiative. Employee safety and respect for the environment are always the highest priorities to all brewers."

“Once people understand what is required and how easy it is to comply, we are confident the practice of returning empties will be far more respectful of the environment, and safe and clean for all involved.” said Steve Winter.

For more information on Operation Clean Case contact:

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