



## **Beverage companies join forces to deliver new Tasmanian container refund scheme**

*TasRecycle, a not-for-profit entity comprising Asahi Beverages, Coca-Cola Europacific Partners and Lion, has been appointed as Scheme Co-ordinator for Tasmania's new container refund scheme*

**24 September 2024, Tasmania** - TasRecycle has been appointed by the Tasmanian Government as Scheme Coordinator for the new Tasmanian container refund scheme, Recycle Rewards, announced today.

TasRecycle is a not-for-profit entity comprising Asahi Beverages, Coca-Cola Europacific Partners (CCEP) and Lion, with each having significant experience in managing container refund schemes across Australia.

As some of Australia's leading beverage companies, the members have come together once again to champion producer responsibility and circular economy outcomes for packaging.

Ben Kearney, Chair, TasRecycle, said: "Together, the members of TasRecycle congratulate the Tasmanian Government for its work in bringing a container refund scheme to Tasmania.

"We look forward to supporting Tasmania's environmental goals and the thousands of local community organisations, households and businesses who will benefit from the introduction of a successful container refund scheme."

TasRecycle will work closely with the Tasmanian Government and the Network Operator to deliver an efficient, high integrity, and customer-focused container refund scheme that will provide environmental, social, and financial benefits for Tasmanians.

As Scheme Coordinator, TasRecycle will be responsible for managing the marketing, running the financial operations, and ensuring the smooth operation of Tasmania's container refund scheme.

The introduction of Tasmania's Recycle Rewards will be a major milestone for recycling in Australia. Once it is live, there will be container refund schemes in all Australian states and territories.

Consumers can get a ten-cent refund for each approved eligible container returned in states and territories with a container refund scheme. This creates an incentive to return the containers, giving them the best possible chance of being recycled into a new container.

There will be 49 container refund points available across Tasmania, making Recycle Rewards accessible for all Tasmanians.

**Orlando Rodriguez, Managing Director, Coca-Cola Europacific Partners Australia said:**

"CCEP is determined to be a leader in Australia's circular economy. By designing our packaging to maximise recycled content, playing a leadership role in every running container refund scheme and investing in local recycling infrastructure, we are proud to help create a closed loop system where bottles have the best possible chance of becoming a new one.



“Nationally, 60 per cent of post-consumer goods plastic is recycled through container refund schemes, compared to a headline national plastics rate of 18 per cent. Container refund schemes play a critical role in reducing waste going to landfill.

“Together with our partners, we look forward to working closely with the Tasmanian Government to ensure the Scheme is a success, and to give Tasmanians the opportunity to benefit environmentally, financially and socially from Australia’s newest container refund scheme.”

**Amanda Sellers, Group CEO, Asahi Beverages, said:**

“Asahi Beverages is delighted to work with the Tasmanian Government to bring its container refund scheme to life. The scheme will be great for Tasmanians and the environment. Cascade Brewery looks forward to playing its part in the success of the Tasmanian container refund scheme.”

**Managing Director Lion Australia, James Brindley said:**

“At Lion we are committed to our long-term Force For Good strategy, and our involvement in bringing a Container Deposit Scheme to Tasmania is further progress against this strategy. From our iconic Tasmanian brand James Boag’s to the many other Lion products enjoyed by Tasmanians, we look forward to these being recycled and Tassie seeing the same environmental and social benefits as the other states and territories around Australia with container deposit schemes”.

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## **ABOUT TasRecycle**

TasRecycle Limited is a not-for-profit entity established by Asahi Holdings (Australia) Pty Ltd, Coca-Cola Europacific Partners Australia Pty Ltd and Lion Pty Ltd. TasRecycle has been established to work with the Tasmanian Government to deliver the Scheme Coordinator role for the Tasmanian Container Refund Scheme.

Asahi Beverages, Coca-Cola Europacific Partners and Lion have extensive experience in managing container deposit schemes across Australia, with one or more of the companies involved in every Australian jurisdiction with a container deposit scheme.

## **ABOUT ASAHI BEVERAGES**

Asahi Beverages operates across Australia and New Zealand with three Business Divisions: Asahi Lifestyle Beverages (non-alcohol in Australia), Carlton & United Breweries (alcohol in Australia) and Asahi Beverages NZ (alcohol and non-alcohol in NZ). We have manufacturing plants in all Australian states and make and distribute some of Australia’s most loved drinks.



Cascade Brewery, which this year celebrated its 200<sup>th</sup> anniversary, is Australia's oldest brewery and proudly part of Asahi Beverages.

In Australia, our diverse range of drinks includes leading non-alcohol brands such as Schweppes, Solo, Cottee's, Cool Ridge water, Spring Valley and Charlie's juices and Strangelove premium adult soft drinks and mixers. We also own premium coffee brand Allpress Espresso. In addition, we proudly manufacture and distribute under licence Pepsi, Gatorade, Mountain Dew, Sunkist and Lipton Iced Tea.

Our leading alcohol range in Australia includes Carlton Draught, Asahi Super Dry, Victoria Bitter, Great Northern, Carlton Dry, Pure Blonde, Cascade, Peroni, 4 Pines, Mountain Goat, Pirate Life, Balter, Green Beacon, Good Tides seltzer, Somersby Cider, Riot Wine, Hard Rated, Vodka Cruiser and Hausmix cocktails. We also proudly import and distribute under licence Corona beer.

### **ABOUT COCA-COLA EUROPACIFIC PARTNERS**

Coca-Cola Europacific Partners is one of the world's leading consumer goods companies. We make, move and sell some of the world's most loved brands – serving 600 million consumers and helping 1.75 million customers across 31 countries grow. As one of the largest bottlers and distributors of non-alcoholic and alcoholic ready-to-drink beverages in Australia we have a portfolio that offers a beverage for every occasion.

### **ABOUT LION**

Lion is a leading beverage company headquartered in Sydney, Australia. With origins dating back more than 180 years, Lion is known for its commitment to quality, craftsmanship, community and sustainability, and recently became Australasia's first large-scale carbon neutral brewer. Lion is a pioneer in brewing and continues to innovate across a range of adult beverages. Its core beer portfolio includes many locally loved brands in Australia and New Zealand such as Hahn, XXXX, Tooheys, Little Creatures, James Squire, Stone & Wood, James Boag's, Emerson's, Speights and Panhead, and a growing craft beer presence in the US, having brought New Belgium and Bell's Brewery into the fold. Lion also has an enviable portfolio of NZ wine brands, a premium fine wine business in North America, a craft spirits distribution arm in Australia in Vanguard Luxury Brands, and recently fully brought world-class distillery Four Pillars Gin into the fold. Lion employs more than 4,000 people across its markets. [www.lionco.com](http://www.lionco.com)