



MEDIA RELEASE

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ASAHI BEVERAGES / CARLTON & UNITED BREWERIES JOINS VICRECYCLE

Asahi Beverages, owner of Carlton & United Breweries, has joined Coca-Cola Europacific Partners and Lion as part of VicRecycle to work with the Victorian Government to deliver a successful Container Deposit Scheme (CDS). VicRecycle is proposing to bid to become the Victorian CDS Scheme Co-ordinator.

“As beverage producers, our members are committed to taking responsibility for containers and ensuring a successful CDS,” said VicRecycle Chair Paul Klymenko.

“Our aim is to ensure a CDS that prioritises recycling, economic benefits for the Victorian community and producer responsibility.

“Ensuring a successful CDS and high rates of recycling is critical to the sustainability practices and commitments each of our members has made to reduce waste.

“Along with high rates of recycling, we want to see a scheme that is run as cost efficiently as possible, to ensure upward pressure on consumer prices is minimised.

“That means appointing multiple network operators as proposed by the Government.

“Allowing competition will help drive up recycling rates, generate more Victorian jobs, increase consumer convenience and will see the benefits spread right across the state.”

Mr Klymenko said Victoria’s CDS will generate more than \$500m every year once it is up and running, facilitating the return of hundreds of millions of containers.

“With Asahi Beverages joining, we look forward to continuing to work with the Victorian Government to develop the best CDS for Victoria, including advocating for a greater role for community organisations and charities,” he said.

“Additionally, the sale of returned containers to recyclers should be done transparently on an open market, with proceeds reinvested into the running of the scheme.

“Like other Container Deposit Schemes across the country, we believe the Scheme Co-ordinator should be a not-for-profit, to ensure there is no conflict of interest in coordinating the scheme.”

Mr Robert Iervasi, Group CEO of Asahi Beverages, said “Asahi Beverages is committed to the success of the Victorian Government’s Container Deposit Scheme. The Scheme is critical to our ambitious

sustainability and recycling agenda, including our work to deliver a circular economy and better environmental outcomes.

“Asahi Beverages already has significant experience in the operations of Container Deposit Schemes. Since the inception of the NSW & ACT Schemes we’ve been part of Exchange for Change, the Scheme Co-ordinator in NSW and the ACT, where we’ve worked with Coca-Cola Europacific Partners and Lion. We look forward to bidding, as part of VicRecycle, to become the Victorian CDS Scheme Co-ordinator.”

For more information on VicRecycle, visit <https://vicrecycle.com.au/>

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