

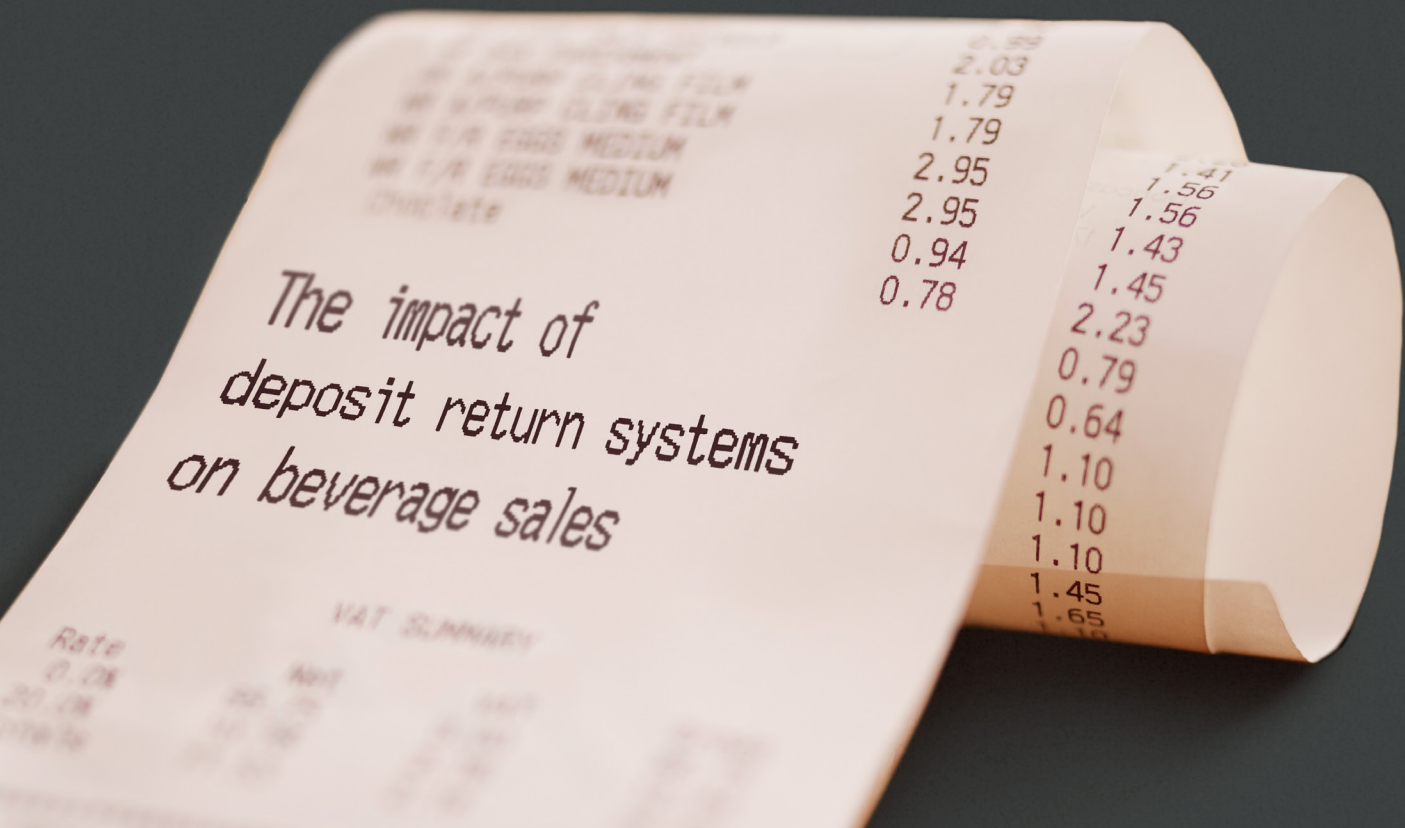


New analysis shows the introduction of new deposit return systems or program changes has **no discernible impact on beverage sales.**

To assess whether DRS leads to a decline in beverage sales, Reloop and the Container Recycling Institute (CRI) compiled and analyzed per capita packaged beverage sales in existing DRS markets before and after the system was introduced or expanded, or the deposit amount was increased, using real-world case studies based on actual, sourced data points from around the world. The analysis matched data around the DRS event in one jurisdiction with neighboring jurisdictions that had no such legislative event.

Findings from the Reloop-CRI analysis are clear: **Data reveals no direct connection between beverage sales and DRS.**

- Beverage prices and sales reflect a complex interplay of factors such as seasonal temperatures, economic conditions, and supply chain disruptions. These factors may independently or collectively affect the price of beverages and/or beverage sales.
- DRS events had no discernible impact on sales. Observed fluctuations in sales across the case studies were well within the scope of normal variation.
- Sales trends followed a similar pattern whether the jurisdiction experienced a DRS event or not. Observed fluctuations in sales align with regional trends.

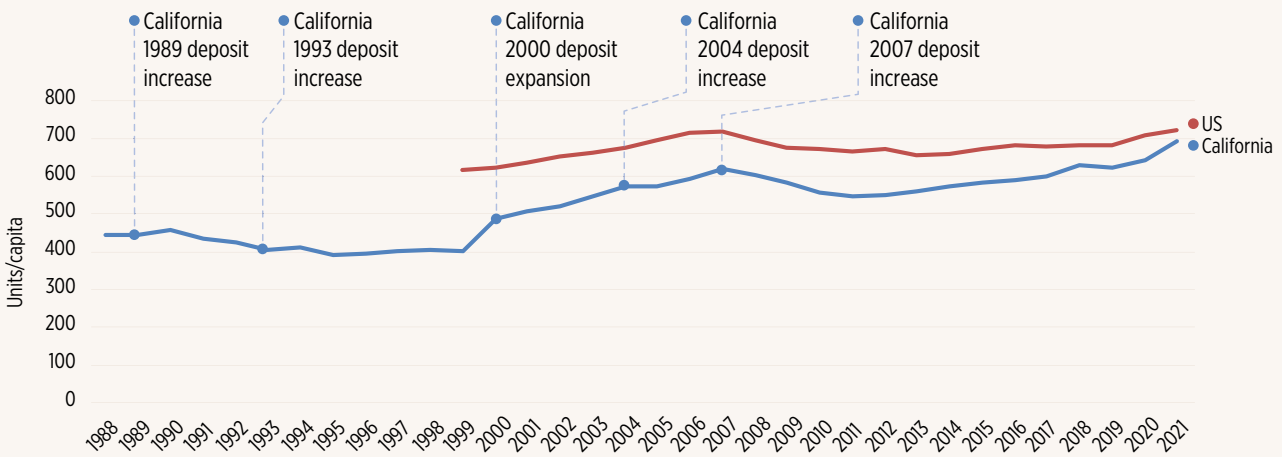


US case studies: Oregon and California

Reloop-CRI compared sales data from two DRS states, California and Oregon, with sales figures from adjacent states of Idaho, Nevada, and Washington which do not have deposit systems. In another scenario, California sales were benchmarked against national beverage sales. In each scenario, at least one deposit increase and / or a program expansion took place.

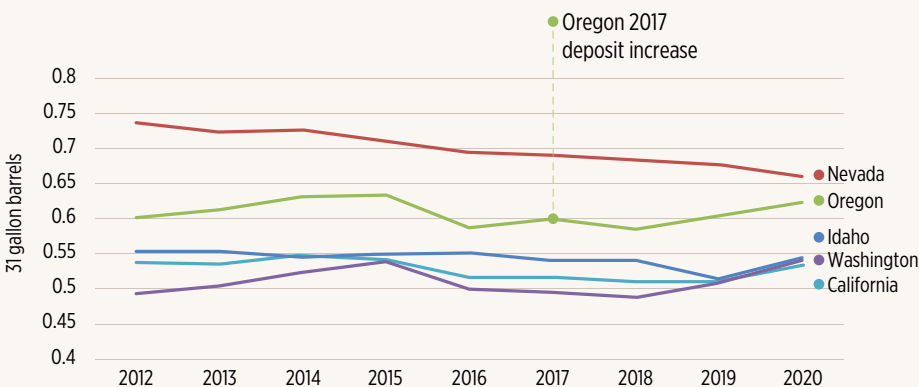
The data from this analysis shows beverage sales volumes naturally vary over time. There is no discernible difference between the states with DRS and those without DRS, even after a program change took place. Where a noticeable sales slump occurred, it coincided with an economic recession, and the trend was observed at both a DRS state and national level.

Non-alcohol drink and packaged beer sales in all deposit-bearing containers in California (1988-2021) vs. equivalent container type and beverage categories in the US (1999-2021) (units/capita)



Produced by Reloop using data provided under license from GlobalData PLC & data from CalRecycle.

Per capita beer sales (all container types) in California, Idaho, Nevada, Oregon, and Washington, 2012-2020 (31-gallon barrels)



Produced by CRI using data from The Beer Institute.

Other case studies

The Reloop-CRI report presents further evidence that DRS does not directly impact sales. The findings of those case studies are summarized in the table below.

Summary of DRS impact on sales, 2000-2021

Jurisdiction	DRS event				Direct impact on sales
	Introduction	Deposit increase	Program expansion	Other reform	
Alberta (Canada)		2008	2009	2002	No
Croatia	2006				No
Denmark	2002		2005, 2008		No
Estonia	2005	2010, 2011, 2015			No
Finland			2012		No
Germany	2003			2006	No
Lithuania	2016				No
Netherlands	2007				No
Norway		2018			No
Australian Capital Territory	2018				No
New South Wales (Australia)	2017				
Northern Territory (Australia)	2012				
Queensland (Australia)	2018				
South Australia		2008	2003		
Western Australia	2020				

Additional supporting studies

The report concludes with key takeaways from more than a half dozen studies corroborating Reloop-CRI findings done in California, Florida, Maryland, Massachusetts, Oregon and globally.

The full study is available online reloopplatform.org/impact-of-drs-on-beverage-sales.

