

THE BOTTLE BILL.....

.....it's time to make it BETTER!

Peter Sobol Empire State Beer Distributors Association

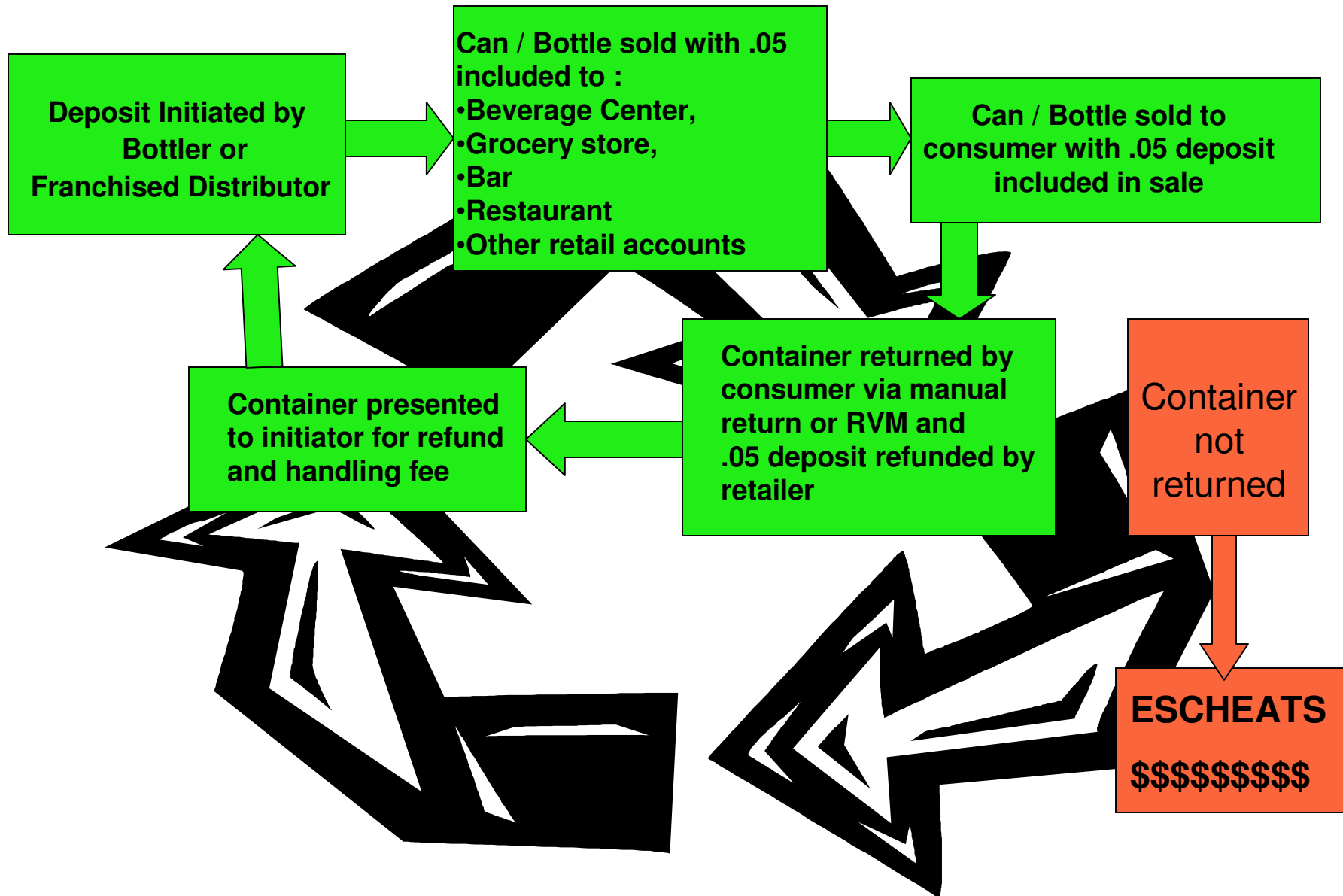
Who is Empire?

- Est. 1951 to represent over 400 non-franchised wholesale Beverage Centers in NY State
- Retail & Wholesale Class C License license grandfathered in 1961
- Responsible for the sale of over 30% of all beer sold in the NY Metro region
- One of NY State's largest redeemers of returnable containers

How the Bottle Bill changed our business

- Prior to 1983 operated under an “open” market with the ability to purchase product anywhere in the US
- Advent of the Bottle Bill restricted purchases to within the boundaries of New York State
- Initiators created restrictions to redemption based on purchases
- Equity agreements forged by deposit initiators were created to control out of market redemption issues & created distinct territorial controls over sale of product

How the Bottle Bill Works



THE DIFFERENT SIDES OF THE ISSUE

PROPONENTS

- Environmentalists
- Community Groups
- Youth Organizations
- Charities
- Plastic Recyclers
- Redemption Centers

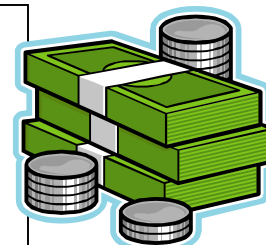
OPPONENTS

- Franchised Distributors
- Soda Bottlers
- Water Companies
- Grocery stores
- Convenience stores
- Drug stores
- Club stores
- Mass merchandisers

OPPONENTS – ALLIES FOR DIFFERENT REASONS

Franchised Distributors
Soda Bottlers

ESCHEATS
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Water Bottlers

DISTRIBUTION



Grocery stores

SANITARY & SPACE



Convenience & Drug,
Club Stores,
Gas Stations,
Mass Merchandisers

DON'T
WANT
TO
REDEEM!



Help those that make it work!

- Increase the Handling Fee
- Protection from predatory pricing for large redeemers
- Greater Enforcement

A Small Price to Pay for the Many Benefits

- Reduce waste in the landfills
- Reduce Green House gas
- Reduce litter in our streets and parklands
- And if that isn't enough.....



With every plastic bottle we recycle we further reduce our dependency on foreign oil!