

Oregon Beverage Recycling Cooperative

Refill Program

Senate Energy & Environment
September 24, 2024



BottleDrop[®]
Oregon Redemption Center

OBRC Refill Program Overview



- Launched in 2018
 - Partnered with Oregon micro-breweries
 - Bottles “owned” by refill partners
- Only statewide refill program in US
 - Distinguishable bottle design
 - Redeem through same pathways
- OBRC services
 - Collection
 - Logistics
 - Washing
 - Inspecting
 - Delivering

Current Partners



Refill System Requirements



- Partners with distribution base largely limited to Oregon
- Investing in specialized equipment
- Standardizing refillable bottles and washable labels
- Training statewide network of OBRC operators
- Retailers willing to dedicate shelf space to refill bottles
- Consumers committed to choosing refill and redeeming bottles



Refill Program Current Status



- Headwinds and Challenges
 - Limited shelf space dedicated to glass
 - Consumers are increasingly choosing beverages in aluminum and PET
 - Proximity to wash line; label adhesives impacting success
- Program downsizing in last couple years
 - Number of partners cut in half (12 to 6)
 - Two million in circulation at peak; 2023 sales under 500k
 - Redemption rate estimated at 50-60% in 2023
- OBRC's refill program remains important to our operations and identity, representing our commitment to innovation and supporting local beverage makers in meeting their sustainability goals

