

# ONE BOTTLE – UNLIMITED USERS

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Introduction to the Exhibition of Refillable Bottles

# Introduction S.I.B



- The association of small and independent breweries in Europe
- umbrella-organization of the national associations of small and medium-sized independent breweries in Europe
- representing more than 1,000 breweries, which are mainly family-owned

# Reusable Bottles as a Tradition

- Especially in central Europe small and independent breweries traditionally hang on to the returnable bottle-system because of it's economic and environmental advantages.
- Usually, returnable bottle systems are open pools which allow to use the same bottle cross-borders.

# Standardized Bottle Types

- Most of the breweries use standardized bottles which circulate within these open pool systems. The predominant standardized bottles are the following:
  - so-called 0.5 litres NRW returnable bottle
  - so-called 0.5 litres Longneck returnable bottle
  - so-called 0.5 litres Euro returnable bottle
  - swing-top-bottle 0.5 litres returnable
  - swing-top-bottle 0.33 litres returnable
  - so-called 0.33 litres returnable ale bottle
  - vichy 0.33 litres returnable bottle
  - so-called 0.33 litres steinie returnable bottle

# Some Bottles as Examples



- Presentation of selected examples for those returnable bottles which are used by breweries all over Europe

# Survey on Circulation Ratios



- The Association of Private Brauereien Deutschland e.V. is a member of S.I.B. Europe
- In 2010 the Private Brauereien Deutschland e.V. made a survey covering 147 breweries to get an overview on the average circulation ratios of standardized returnable bottles.
- The results are very impressive:

# Survey - Results



- The average circulation ratio – dependent on the type of the bottle – is between 33 and 63 times.
- The average circulation ratio of the 147 breweries taking part in the survey over all types of bottles is 50.
- These average circulation ratios are similar to those for standardized returnable bottles being used in other member states.

# Investments in Refillables

- Small and medium sized breweries made huge investments in the existing returnable bottle-systems and are therefore existentially dependent on these systems.
- At the last ReUse Conference, Pott's Brewery Ltd., a typical family owned brewery (Westphalia, Germany), presented a calculation:
  - assuming that Pott's brewery should be forced to substitute their returnable swing-top-bottles with one-way swing-stopper-bottles, the product price for one bottle beer would rise from 50.4 cent up to 70.4 cent net
  - or in other words 40 % - with regard to bottle cleaning costs and the costs for taking back the returnable bottles.



# The Quintessence is...

- ... the important message that returnable bottles in the brewing industry are bringing greater
  - economic
  - ecological and
  - social-economic benefits compared to one way packaging.

Many thanks for your attention!