

From: [REDACTED]
Sent on: Thursday, March 31, 2022 9:55:56 AM
To: [REDACTED]
CC: [REDACTED]
Subject: RE: READOUT: Heineken

Thanks [REDACTED], very helpful to see. Nothing new or unexpected from that on reaction to DRS scope but please do keep feedback you're getting coming through.

Thanks
[REDACTED]

From: [REDACTED]
Sent: 31 March 2022 10:28
To: [REDACTED]
Cc: [REDACTED]
Subject: READOUT: Heineken

Just had a quick catch up with [REDACTED] at Heineken. Cc to [REDACTED] and [REDACTED] for EPR and DRS feedback.

[REDACTED]

On EPR and DRS- they see the exclusion of glass from DRS as an odd decision. Fear that this will mean cross border challenges between SW England and south Wales (for example), are concerned that this will mean having to label for 4 different schemes. Capacity in distribution will be an issue- breweries, distribution centres and retail hubs have limited space, and the physical separation of products for different parts of the UK that 4 different schemes will require will make implementation of the scheme potentially very costly. These costs will be passed along to consumers, [REDACTED] noted that there seems to be a failing in government to consider the ultimate impact of all this change will fall on the consumer at an especially challenging time.

Any questions, let me know.

Best
[REDACTED]