

# Oregon Beverage Recycling Cooperative

## Refill Program Overview

Senate Energy & Environment  
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**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

- Consumers choosing beverages in aluminum and PET
- Limited retail shelf space
- Availability of amber glass locally
- Proximity to wash line
- Inconsistent use of washable labels

- Program downsizing in last couple years

- Number of partners cut in half (12 to 6)
- Two million in circulation at peak; 2024 sales under 500k
- Redemption rate estimated at about 50%



- Recent positive developments OBRC's refill program:

- Significantly improved wash success rate – 97% for a FTL December; sent another FTL in April
- Revino entering the refill space – opportunities for collaboration
- In conversations with two new prospective brewery partners

