Canadian Beverage Association
Association canadienne des boissons

BC Refrigeration Units Stewardship Plan

Annual Report to the Director

2025

Submitted to:

Director, Extended Producer Responsibility Programs
PO Box 9341, STN PROV GOVT
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Executive Summary

Products within Plan	**Vending Machines, Refrigeration Coolers, Beverage Dispensing Systems operated for commercial purposes only by Canadian Beverage Association (CBA) members.**
Program website	http://www.canadianbeverage.ca/environment/stewardship/

Recycling Regulation Reference	Topic	Summary
Part 2, section 8(2)(a)	Public Education Materials and Strategies	▪ Stewardship Plan and annual reports continue to be posted on CBA's website ▪ CBA to continue to provide any third-party instructions on where refrigeration units can be properly disposed of for end-of-life management
Part 2, section 8(2)(b)	Collection System and Facilities	▪ Refrigeration units are collected by CBA members at locations in BC ▪ Once collected, units destined for end-of-life management are transported to processing facilities
Part 2, section 8(2)(c)	Product Environmental Impact Reduction, Reusability and Recyclability	▪ CBA members continue to retrofit or refurbish refrigeration units throughout their lifecycle to extend their useful life in-trade. ▪ Continued efforts are being undertaken to reduce environmental impacts, including: the recycling and reuse of old parts removed from units during refurbishment/repairs, as well as phasing out the use of hydrofluorocarbons in refrigeration equipment
Part 2, section 8(2)(d)	Pollution Prevention Hierarchy and Product / Component Management	▪ Refrigeration units that are collected are either refurbished/re-used or sent for recycling to metal processor in British Columbia (See table 4) ▪ Approximately 82% of the components in each beverage vending machine are recycled (See table 4) ▪ Approximately 84% of the components in each beverage cooler are recycled (See table 4) ▪ Approximately 75% of the components in each beverage dispensing unit are recycled (See table 4)

Part 2, section 8(2)(e)	Product Sold and Collected and Recovery Rate	▪ **5.808** refrigeration units were introduced into trade in 2025 (See table 7)
		▪ **3,508** refrigeration units were collected in 2025 for end-of-life management, collected for refurbishment, transferred out of province, and sold third parties (See table 8)
		▪ **Average Collection Rate** for 2025 was **88.05%** (See table 8)
		  ○ Beverage vending machines: **95.05%**
		  ○ Beverage coolers: **85.96%**
		  ○ Beverage dispensers: **91.36%**

Recycling Regulation Reference	Topic	Summary
Part 2, section 8(2)(e.1)		▪ All products collected in British Columbia are collected in the Metro Vancouver, Nanaimo, and Victoria Regional Districts.

Comparison of Key Performance Targets		
Part 2 section 8(2)(g); See full list of targets in Plan Performance		
Priority Stewardship Plan Targets (as agreed with ministry file lead)	**Performance**	**Strategies for Improvement**
Average Collection Target: 85% • **Beverage Coolers Collection Target: 80%** • **Beverage Vending Machines Collection Target: 90%** • **Beverage Dispensing Systems Collection Target: 85%**	**Average Collection Rate: 88.05%** ○ Beverage coolers collection rate: **85.96%** ○ Beverage vending machines collection rate: **95.05%** ○ Beverage dispensing systems collection rate: **91.36%**	There are several improvements to the program as part of our updated plan. Many new initiatives are in place.

Program Outline

The three (3) members participating in the Plan include:

- Coca-Cola Canada Bottling Limited
- Pepsico Beverages Canada
- Red Bull Canada

All beverage refrigeration units covered under this Plan are used for commercial purposes and are managed by internal process by CBA member companies and/or their distributors throughout the units' lifecycle. The products covered under the Plan include the following CBA member-owned and branded refrigeration units:

Table 1: Products covered under Stewardship Plan

Product Type	Further Description
Beverage Coolers	Countertop, 1 door units, 2 door units, 3 door units
Beverage Vending Machines	72" and 79" high machines that distribute cans and/or PET bottles
Beverage Dispensing Systems	Counter units, Drop-in units, Combo units

General Disclosure:

This self-assessed report was conducted by the Canadian Beverage Association on behalf of its members. The same process was followed as in previous years.

Public Education Materials and Strategies

The Plan only includes commercial products managed and processed internally by CBA members and distributors. To ensure public awareness of our industry's efforts to properly manage our refrigeration units, the CBA will continue to post the Plan and annual reports on our website. The link to the website is the following: https://canadianbeverage.ca/initiatives/bc-refrigeration-stewardship/ .

CBA members will continue to place a notification sticker on all refrigeration units if sold to a third-party to direct the third-party to contact the CBA for instructions on where the unit can be properly disposed of at its end-of-life.

This year, we also introduced a letter reminding various organizations about our program and what units are included. This letter is sent out annually and aims to reduce the number of units lost and not properly disposed of. For 2025, we sent this letter to the following organizations

Restaurants Canada
Major Appliances Recycling Roundtable (MARR)
BC Product Stewardship
Waste Management Association of BC (WMABC)
Convenience Industry Council of Canada
Canadian Association of Recycling Industries

Collection System and Facilities

CBA members continue to operate a closed-collection network and any maintenance or refurbishments (parts replacements, etc.) are undertaken by the beverage company or its local distributor. Therefore, when a unit requires retrofitting or refurbishment, it is collected and transported by the member or distributor to their facility for further triage and maintenance.

Units are collected for end-of-life (EOL) management and refurbishment at four collection locations depending on the producer member. The collection locations are located in the Metro Vancouver Regional District, Nanaimo Regional District, and Capital Regional District.

When it has been determined that a piece of refrigeration equipment can no longer be used by the CBA member, a decision is made to remove the equipment from the company's list of assets and to have the machine recycled and processed by a contracted BC third party (referred to as a processor).

Six (6) processing facilities were used by stewards for EOL management. The locations of these facilities are listed below:

ABC Recycling
8081 Meadow Avenue
Burnaby, BC V3N 2V9

ABC Recyclers
750 Jackson Rd
Nanaimo BC V9X 1J2

Allied Salvage & Metals
11651 Twigg Place
Richmond, BC V6V 2K7

Jim Galbraith Trucking LTD
23617 16 Avenue
Langley, BC V2Z 1K8

RYPAC
11849 Tannery Rd
Surrey BC V3V 3W8

Carrier Enterprises
Suite 101 26868 56 Avenue
Langley, BC V4W 1N9

Four (4) collection facilities are used and they are:

Coke Canada
8040 Zylmans Way
Richmond BC V6W 0C3

Coke Canada
4148 Mostar Rd
Nanaimo BC V9T 6C9

Coke Canada Suite
105-765 Vanalman Ave
Victoria BC V8Z 3B8

Allied Salvage & Metals
11651 Twigg Place
Richmond, BC V6V 2K7

Products were not collected or processed in any other regional districts.

Product Environmental Impact Reduction, Reusability and Recyclability

Most CBA members' refrigeration units undergo more than one retrofit or refurbishment throughout their lifecycle to extend their useful life in-trade. Furthermore, CBA members increasingly use units that depreciate much slower, delaying the need for disposal. Additional efforts undertaken to reduce environmental impact include the recycling and reuse of old parts removed from units during refurbishment/repairs.

An area of continuous improvement relates to the manufacturers and beverage companies as a whole. Efforts in the industry to increase the useful life of all refrigeration equipment through enhanced durability and modular systems that can be more easily replaced and repaired will reduce the number of units managed for EOL over time.

Leadership on Halocarbon Management

CBA members actively take steps to manage halocarbons, as well as play leadership role to reduce the use of hydrofluorocarbons (HFCs) in refrigeration equipment. HFCs are powerful greenhouse gases (GHGs) with global warming potentials (GWP) thousands of times greater than carbon dioxide. These chemicals were introduced for use as refrigerants and blowing agents to replace ozone-depleting substances (ODS).

As part of the CBA's efforts to address climate change, CBA member companies with facilities in BC are phasing out the use of HFCs in refrigeration units. These efforts include transitioning to natural refrigerants or refrigerants with a low GWP and installing HFC-free insulating foam in new beverage machines.

For existing machines that still contain ODSs and HFCs, CBA members track and manage these chemicals in accordance with BC Regulation 387/99. Member companies either have their own trained, licensed technician remove refrigerants from the compressors of beverage machines or have a licensed service provider do so for them. The refrigerant is safely recovered into a container that is then returned to the supplier for reclamation or destruction.

In 2025, 2,862 units were introduced into trade in British Columbia with natural refrigerants, and 3,027 units were introduced with HFC-free foams. Given that there were 5,808 units introduced into trade in total, these values represent 49.27% and 52.12% of total units, respectively. While producers are moving towards these materials for their units, refurbished older units are reintroduced into trade until their end of life and may not contain these materials.

Pollution Prevention Hierarchy and Product / Component Management

Beverage coolers, beverage vending machines and beverage dispensing system units are owned by beverage companies and placed in commercial facilities for use. Therefore, CBA members are individually responsible for the maintenance and end-of-life management. All CBA members in the Plan have internal processes, which ensure the collected product is managed appropriately as per the pollution prevention hierarchy.

Generally, if a unit breaks down in use, the machine will either be repaired on-site or removed to a member's off-site triage facility to be repaired. When the equipment is removed, it is replaced with either a used machine or a new machine.

The average lifespan of these types of machines tends to be extensive, although maintenance and servicing are required to ensure longevity and developments in technology have increased the lifespan of machines. The following table shows the average lifespan of the different types of refrigeration equipment.

Table 2: Average lifespan of different types of refrigeration equipment

Product Type	Average Product Lifespan
Beverage Coolers – Small (countertop)	3-6 years
Beverage Coolers – Larger	13 -15 years
Beverage Vending Machines	9 - 12 years
Beverage Dispensing Systems	7 – 9 years

Before a beverage machine is recycled, the refrigerant is removed from the compressor by a licensed technician for reclamation or destruction in accordance with provincial regulations. Additionally, the oil and fluorescent lightbulbs are removed to be reused or recycled. Once refrigeration units are ready for EOL management, they are shipped to intermediary scrap metal processors. Refrigeration equipment from CBA members is a very small percentage of the overall metal managed by intermediary processors. As a result, beverage refrigeration equipment is mixed with other scrap metal, including major appliances (such as washers, dryers, and freezers), car bodies and other light mixed metals (e.g., bicycle frames, barbeques, metal sheets and siding, metal doors, and shelving) from various residential and commercial sources.

The intermediary processors based within BC then sell the baled metal to downstream scrap metal processors where the equipment is shredded to recover the various ferrous and non-ferrous metals. These scrap metal processors use large electric-powered hammer mill shredders that pulverize bales of mixed metals, which are composed of automobile bodies, appliances, and other light mixed scrap metal. Once the scrap metal is pulverized into small pieces, they are then sorted by different "downstream" metal separation processes including magnets, trommels, screens, optical scanners, eddy currents, and other types of proprietary process equipment. Shredder output, which is known as "aggregate" in the industry, is an intermediate process material that contains significant amounts of valuable ferrous and nonferrous metal that is separated and sold as commodities. In total, ferrous and non-ferrous metals recovered through these operations account for approximately 75% of the inbound material.

The remaining estimated 25% of the material from the shredded equipment cannot be recovered and is commonly referred to as shredder fluff. Shredder fluff is a mixture of largely non-metallic materials resulting from the shredding of auto bodies, appliances, and other scrap metal materials. It consists primarily of foam, fabric, plastics, rubber, tires, glass, wood, and debris materials, along with minute

amounts of remaining metallic material that is too small to be economically separated and removed from the aggregate.

This shredded fluff also consists of approximately 1% of non-recoverable ferrous and non-ferrous metals such as strips of copper or aluminum that are wrapped around parts of the equipment or metals embedded in the insulation or plastic materials. This material cannot be recovered and is therefore sent for disposal.

Table 3: Acceptable Product End Fate Matrix

If possible, units are retrofitted or refurbished; if reuse is not possible the unit is destined for end-of-life management. This table only considers units sent for EOL management.

Unit	Reused	Recycle	Energy Recovery	Land Fill
Vending Machines	**N/A**	**1st Preference**	**N/A**	**X**
Cooler Units	**N/A**	**1st Preference**	**N/A**	**X**
Beverage Dispensing Systems	**N/A**	**1st Preference**	**N/A**	**X**

Table 4: Estimated Product End Fate Data for year ended December 31, 2025[1]

Unit	Reused	Recycle	Energy Recovery	Land Fill	Unknown
Vending Machines	**0%**	**82%**	**0%**	**18%**	**N/A**
Cooler Units	**0%**	**84%**	**0%**	**16%**	**N/A**
Beverage Dispensing Systems	**0%**	**75%**	**0%**	**25%**	**N/A**

The table below demonstrates the general nature of the processing pathway which occurs once a unit can no longer be used by the CBA member company (i.e., can't be refurbished/re-used) and is sent to a third-party processor for recycling and processing. The first phase of processing consists of the unit being sent to intermediary processor in British Columbia, where the unit is baled and sold to a downstream processor located in province or elsewhere in North America. At the second phase of processing the bale is shredded to separate recyclable mixed metal components from non-recyclable

[1] Units sent for EOL Management

mixed materials. Depending on the unit type, at least 75% of the unit's components are recycled while the remaining 16-25% of components are sent for landfill disposal.[2]

Table 5: Processing Pathways for EOL Management

Unit	Nature of Processing	
	Phase#1 - Transfer to Intermediary Processor in British Columbia	**Phase#2 - Transfer to direct processor in British Columbia or elsewhere in North America**
Vending Machines	100% of unit components	~82% of unit components recycled (mixed metal)
Cooler Units	100% of unit components	**~**84% of unit components recycled (mixed metal)
Beverage Dispensing Systems	100% of unit components	~75% of unit components recycled (mixed metal)

The end fate of material components in the units covered by this program are as follows:

Table 6: End Fate of Material Components

Material	Reused	Recycled	Landfill
Metal		X	
Glass			X
Circuit Boards		X	X
Plastics		X	X
Oil		X	X

[2] In response to a Ministry request to review the baseline study for the stewardship Plan, the CBA engaged Reclay StewardEdge (RSE). RSE had prepared the research for our association's original 2013 Baseline Study Report by conducting interviews with local scrap metal processors. After reassessing the baseline study and conducting additional research to ensure its accuracy, RSE confirmed in December 2017 that it "is confident the original recovery assumptions from the 2013 Baseline Study for CBA member refrigeration units remain valid and accurate." Recycling Rates are in the process of being reviewed and updated in time for the 2027 updated stewardship plan submission.

Lightbulbs		X	X
Refrigerants		X	

Product Sold and Collected and Recovery Rate

The tables and information below show highlights of the Stewardship Plan for the year 2025. In 2025, the total number of products removed from trade was 3,984. The total number of units introduced and distributed into the province was 5,808.

Table 7 shows the total number of refrigeration units at the start of Quarter 1 2025 compared to the end of Quarter 4 2025 in-trade.

Table 7: Number of units in-trade at start of Q1 2025 and at the end of Q4 2025

	Number in-trade: start of Q1 2025	Introduced into trade: Q1-Q4 2025[3]	Removed from trade: Q1-Q4 2025[4]	**Number in-trade: end of Q4 2025**	**Net Change: 2025 Year End[5]**
Beverage Vending Machines	3,080	259	546	2,944	-287
Beverage Coolers	21,279	4,815	2,813	23,489	2,002
Beverage Dispenser Systems	4,522	734	625	4,928	109
Total	28,881	5,808	3,984	31,361	1,824

The Recycling Regulation defines the recovery rate as the "amount of product collected divided by the amount of product produced, expressed as a percentage." However, given that refrigeration units are a commercial product with a longer useful life than many other products under the Electronic and Electrical Product Category, a more appropriate performance measure is the "Collection Rate." Each CBA member has its own internal processes to manage the collection of refrigeration units, which corresponds to the pollution hierarchy to reduce, reuse, recycle and recover. The goal is to extend the useful life of refrigeration units for as long as possible before they must be sent for EOL management.

[3] Includes both new and refurbished units as well as other adjustments with a net in-trade position.
[4] Includes units sold to third parties, collected for refurbishment, collected for EOL management or lost in trade and other adjustments with a net removed from trade position.
[5] Net change equals Q1 number in-trade plus, new in trade plus other adjustments with a net in-trade position, less units lost in trade, units sold to 3rd party, units collected for EOL management, units in refurbishment/retrofitting, and less other adjustments.

Due to the closed-loop, commercial nature of the beverage sector's operations, refrigeration units are tracked by CBA members throughout their lifecycle until they are sent for EOL management to contracted recyclers. A small number of refrigeration units are sold to customers for continued use and exit the plan's tracking system while a certain number are transferred out of BC for continued use in a different 10 province, where they would be recycled at the EOL. It is only when units are lost-in-trade (that is, either stolen or misplaced by a customer) that they would not be collected for EOL management. Therefore, the plan's Collection Rate is calculated in the following way:

$$\frac{\textbf{\textit{Units Collected}} \text{ (Units sold to } 3^{rd} \text{ parties, units collected for refurbishment, units sent for EOL management and units transferred to other provinces)}}{\textbf{\textit{Units Removed from Tracking System:}} \text{ (numerator + units lost in trade and other adjustments with a net removed from trade position)}}$$

Table 8: Collection Rate for the Year of 2025

	(a) # of Units Collected for EOL Management	(b) # of Units Sold to 3rd Party	(c) # of Units in Refurbishment	(d) # of Units Transferred to Other Provinces	(e) # of Units Collected	(f) # of Units Lost in Trade (2025)	(g) Other Adjustments	(h) Units Removed from Tracking System	Collection Rate (%)
Beverage Vending Machines	377	0	0	142	**519**	27	0	**546**	95.05%
Beverage Coolers	1,267	2	13	1,136	**2,418**	395	0	**2,813**	85.96%
Beverage Dispenser Systems	391	32	0	148	**571**	54	0	**625**	91.36%
Total:	2,035	34	13	1,426	**3,508**	746	0	**3,984**	**88.05%**
Notes:					*(a)+(b)+(c)+(d)*			*(e)+(f)+(g)*	*(e)/(h)*

Table 9: Geographic Breakdown of Units Collected Based on Collection Facilities

	Beverage Vending Machines	Beverage Coolers	Beverage Dispenser Systems	Total
Metro Vancouver Regional District	495	2,177	563	3,508[6]
Nanaimo Regional District	11	130	4	*145*
Capital Regional District (Victoria)	13	111	4	*126*
Other (Out-of-Province)	N/A	N/A	N/A	**N/A**

[6] This number does not include units sold to third parties, transferred to other provinces, or lost in trade.

Although there were less units lost in trade in 2025 compared to 2024, it is hard to tell if any of the measures introduced in our new plan have had an effect. Next year we will have 2 data points and we will be able to see if there is a trend towards reduction in units lost in trade, and specifically, whether there has been a reduction in the number of units lost due to theft.

Plan Performance

Summary of Program Performance Measures:

<table>
<tr><th>Performance Measure</th><th>Target/Reporting Commitment</th></tr>
<tr><td colspan="2">Operation Structure:</td></tr>
<tr><td>Changes to Operational Structure of the CBA Board of Directors</td><td>Report annually

See Appendix I</td></tr>
<tr><td colspan="2">Program Performance:</td></tr>
<tr><td>The CBA will review annually reported recycling rates to determine whether recycling targets are being met or need to be re-evaluated.</td><td>Report annually

Targets were met and exceeded for all categories of refrigeration units.</td></tr>
<tr><td>The number of units installed and added, by unit type
The number of units collected, by unit type
The number of units retrofitted/refurbished, by unit type
The number of units sent for recycling, by unit type
The number of units sold to third parties, by unit type
The number of units transferred out of province, by unit type
“The total amount of members refrigeration units collected in each regional district.
The number of units lost in trade, by unit type.
The number of units collected from third parties and sent for EOL management
The number of units lost in trade due to flood, natural disasters, lockout due to store closure and unlawful removals.</td><td>Report annually

See Tables 7-9</td></tr>
<tr><td>Collection Rate targets by beverage refrigeration unit type and overall average</td><td>Report annually

Collection Targets:
<table>
<tr><th></th><th>Year 1</th><th>Year 2</th><th>Year 3</th><th>Year 4</th><th>Year 5</th></tr>
<tr><td>Average (Target)</td><td>85%</td><td>87%</td><td>88%</td><td>88.5%</td><td>89%</td></tr>
<tr><td>Actual</td><td>88.05%</td><td></td><td></td><td></td><td></td></tr>
<tr><td>Beverage Coolers (Target)</td><td>80%</td><td>82</td><td>83</td><td>83.5</td><td>84</td></tr>
</table></td></tr>
</table>

	Actual	85.96%				
	Beverage Vending Machines (Target)	90%	92	93	93.5	94
	Actual	95.05				
	Beverage Dispensing Systems (Target)	85%	87	88	88.5	89
	Actual	91.36%				

Location of collection facilities and processors along with any change in the number and location of these facilities from the previous report.	**Report annually** See page 6
The CBA will seek existing audited data from processing facilities with the aim of collating this information to recalculate recycling rates. This information would be used to reaffirm the recycling rates listed in the baseline study or to make any adjustments, if required.	**Every 5 years** Study is in progress. Updated results will be available for the 2027 updated plan submission.
Consumer Awareness	
The Canadian Beverage Association commits to sending a letter to any party that may receive a Canadian Beverage Association refrigeration unit from a third party at EOL including but not limited to the Major Appliance Recycling Roundtable, Waste Management Association of BC, regional and local government transfer stations and landfills, Restaurants Canada, Convenience Industry Council of Canada. The Canadian Beverage Association commits to report annually the number of letters sent out and to whom the letters were sent to.	**Report annually** Letter sent out April 2025. See page 6 for list of whom the letter was sent to.
The Canadian Beverage Association commits to evaluate the effectiveness of measures to reduce stolen units and will modify them if deemed insufficient. Any changes will be reported in annual reports.	**Evaluated annually, changes reported as required.** This is the first year of our new plan with additional measures to help reduce the number of units stolen. There has been a reduction in the number of units lost in trade from last year but it is hard to tell if it is a trend yet. A further analysis will be completed next year to see if the units lost in trade are further reduced and specifically those lost due to theft.
Pollution Prevention Hierarchy	
A description of how the refrigeration units were managed in accordance with the pollution prevention hierarchy at EOL, including: • Number of units installed with natural refrigerants and/or HFC-free foam • Safe Removal of ODS gas from all units collected that contain refrigerant gases used for cooling purposes. • CBA commits to recycle and reuse old parts removed from units during refurbishment/repair. The Canadian Beverage Association commits to report initiatives taken by member companies to improve the	**Report annually** Reported in section Product Environmental Impact Reduction, Reusability and Recyclability on page 8

environmental and energy performance of their refrigeration units. The Canadian Beverage Association commits to report on the end fate of the refrigeration units, as well as the end fate of each of the material components of a refrigeration unit (i.e., metal, glass, circuit boards, plastics, oil, lightbulbs and refrigerants).	
Reporting Commitments	
CBA commits to publishing the annual reports for collection rate targets as stated in the EPR Plan. The Canadian Beverage Association commits to report on any programs or efforts to recover lost units.	**Report annually** Letters described under Consumer Awareness targets were sent out and relationships with those managing other EPR programs have been made.

Appendix I: Canadian Beverage Association Board of Directors

2026/2027 Incoming Board of Directors

1	**Neil Antymis**	Director, Global Environmental Policy; PepsiCo Inc.	Director for 2026-2028 term	Pepsi System Group
2	**Tony Chow**	President Coca-Cola Canada Bottling Limited	Director for 2026-2028 term	Coca-Cola System Group
3	**Ryan Collis**	President and Chief Commercial Officer; PepsiCo Canada	Director for 2026-2028 term	Pepsi System Group
4	**Keith DeGrace (Treasurer)**	Vice President/General Manager; Red Bull Canada Ltd.	Director for 2026-2028 term	Members at Large Group
5	**Sassan Jahan**	Vice President, Marketing; PepsiCo Canada	Director for 2025-2027 term	Pepsi System Group
6	**Martin Lauzière**	General Manager - Beverages Canada Lassonde Inc.	Director for 2025-2027 term	Director at Large
7	**Jean Gagnon**	VP of Cold Beverages Keurig Dr Pepper Canada	Director for 2025-2027 term	CDM/KCI System Group
8	**Kathy Murphy**	Vice President, Public Affairs & Communications; Coca-Cola Canada Bottling Limited	Director for 2025-2027 term	Coca-Cola System Group
9	**Cynthia Shanks (Chair)**	Senior Director, Communications & Sustainability Keurig Dr Pepper Canada	Director for 2026-2028 term	CDM/KCI System Group
10	**Avi Yufest**	Senior Director of Public Affairs, Communications and Sustainability The Coca-Cola Company	Director for 2025-2027 term	Coca-Cola System Group

Non-Voting Board Members

11	Ex-officio	Krista Scaldwell	President; Canadian Beverage Association