



Dear Wholesaler,

As you know, many of our customers have been contacting sewerage companies directly (like United Utilities or Scottish Water) to ask for permission to destroy beer and cider in cellar. These companies have been allowing this direct contact with them to help facilitate a smoother process.

The sewerage companies have confirmed today however that they will be **reverting to normal practices** at the end of July in England, mid-August in Scotland and end of August in Wales in relation to authorising beer disposal in pub cellars.

What does this mean for our customers?

For clarity, this means that individual licensees will have to apply through their water retailers instead (the company who sends you your bill) after these dates. We know from experience that this is more complicated, takes significantly longer, comes with additional form-filling and potentially attracts trade effluent charges which they will need to pay. It is far more preferable for the customer to deal with this now when they can still deal directly with the sewerage companies.

What do we want the customer to do?

If they have already disposed of the beer, or have already applied to the sewerage company or water company for permission, they need do nothing.

However, if they are yet to apply for permission to destroy the beer or cider in cellar, **do not delay**. We urge any customers yet to act to do this **as soon as possible** to avoid these extra complications and costs.

The deadlines are: 31st July in England, 31st Aug for Wales and mid-August for Scotland (exact date TBC).

The customer can find out who the sewerage provider is by [by clicking here](#)

If a customer has registered on the Returnyourbeer website, do they still need to do this?

Yes they do, once a customer has registered on Returnyourbeer, and been given permission by us to destroy your beer, they still need to seek permission from the sewerage company to dispose of beer down the drain.

Over 28,000 outlets have now registered on the Returnyourbeer website to submit claims for draught stock that has reached its sell by date. If a customer is yet to register and they need to destroy beer, then please [click here](#)

What if a customer has been given a slot to destroy beer but it is later than the deadline? For example, a slot of 8th August for England??

The customer shouldn't need to complete any additional paperwork or pay any charges.

If you need any further help, contact your Heineken representative – or phone the dedicated hotline on 0345 300 7275.

Yours Sincerely,

HEINEKEN Return Your Beer Team