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FOR IMMEDIATE RELEASE

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## Carlsberg Singapore Commits towards the National Beverage Container Return Scheme (BCRS) for Singapore's Green Plan 2030

**SINGAPORE, 1 April 2026** – Carlsberg Singapore (the producer) today reaffirmed its commitment for Singapore's Beverage Container Return Scheme (BCRS / the Scheme), which takes effect on 1 April 2026. BCRS, a producer-led scheme, is the country's second Extended Producer Responsibility initiative in support of the Singapore Green Plan 2030. Proud to be a responsible beverage producer, Carlsberg Singapore has been fully engaged with the National Environment Agency (NEA) and is prepared for the scheme implementation and throughout the transition until 30 September 2026.

In line with its circularity ambition, Carlsberg Singapore has put in place products, processes and people to support BCRS's aims of increasing recycling rates for beverage containers and reducing waste sent for disposal. Though the Scheme covers plastic bottles and metal containers (cans) in the deposit-refund mechanism, only the cans produced and sold by the producer are in scope of the BCRS.

Complying with the Scheme, Carlsberg Singapore has reflected the BCRS-mark on its can packaging, identifiable in the form of a barcode and BCRS-mark. A **10-cent refundable deposit per unit of can**, which is paid by the consumer when purchasing the beverage, is fully refunded when the empty container (can) is returned through a **Reverse Vending Machine (RVM)**. During the transition period of 1 April to 30 September 2026, both cans with and without the BCRS-mark may be available and sold in stores. Details of the 10¢ digital refund systems and RVM locations can be found on the BCRS official website - <https://bcrs.sg>.

Ahead of its planned implementation of BCRS on 1 April 2026, Carlsberg Singapore had actively engaged with key government agencies and planned meticulously to ensure that its stakeholders throughout the value chain are prepared for the transition. Workstreams focused on governance, financials, compliance and operational readiness, including meeting packaging and labelling requirements, planning for phased product transition and ensuring systems and reporting continuity, were effectively executed over the last 15 months since early 2025.

"True to our sustainability programme of Brewing Tomorrow, Carlsberg Singapore is fully committed to reducing our impact on the planet and people by tackling the issues that are most important to our business and to society. Our commitment and investment behind the BCRS implementation are our way of driving circularity and reducing emissions while growing our business," said Caroline Moreau, General Manager of Carlsberg Singapore.

"Committing to support the country's Green Plan 2030, we are cognisant that partnerships and collaboration are critical to success in our wide-reaching and complex value chain. We look forward to further expanding industry collaborations as BCRS encourages consistent recycling habits among Singaporeans that shape lower carbon emissions and a more circular economy.

For detailed information on the Beverage Container Return Scheme, including eligible containers, return point locations and refund options, consumers may refer to <https://bcrs.sg> or contact the BCRS



Probably the best beer in the world



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customer care helpline at +65 6035 5882 (Mondays – Sundays, 9am–6pm) or email [info@bcrs.sg](mailto:info@bcrs.sg).

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#### About Carlsberg Singapore Pte Ltd

Incorporated in 1985, Carlsberg Singapore Pte Ltd, a wholly-owned subsidiary of Carlsberg Brewery Malaysia Berhad, has grown to become a dynamic provider of alcoholic beverages with a portfolio of international beer, stout and cider brands.

Our international portfolio features Probably the Best Beer in the World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew, as well as Carlsberg Alcohol Free Pilsner and Wheat. Our international premium brews include France's premium beers 1664 Brut, 1664 Blanc and 1664 Rosé, the iconic first beer of Japan, Sapporo Premium Beer and Yebisu Beer, European cider Somersby, British-inspired Connor's Stout Porter, Chinese lager Wusu, US award-winning craft beer Brooklyn Brewery, Italian beer Birrificio Angelo Poretti 4 Luppoli Originale, as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Jolly Shandy. Our products are for non-Muslim consumers aged 18 and above in Singapore. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

Our performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme, *Brewing Tomorrow* in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at <https://carlsbergsingapore.com.sg/>



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