



DEPARTMENT OF CONSERVATION

DIVISION OF RECYCLING – INDUSTRY SERVICES BRANCH

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June 15, 2007

IMPORTANT NOTICE

TO: All Retail Stores Selling Beverages in California

SUBJECT: CRV Increase to 5¢ and 10¢

The California Redemption Value (CRV) for beverages sold in California will increase in accordance with Public Resources Code §14560(a)(3). **Effective July 1, 2007, the new CRV rates will be:**

- **5¢ for each beverage in a container under 24 ounces**
- **10¢ for each beverage in a container 24 ounces or larger**

Starting on July 1, 2007, beverage retailers (dealers) may charge consumers the new rates on eligible beverages. Beverages subject to CRV are sold in containers with one of the following CRV messages included on the label:

- CA Redemption Value
- California Redemption Value
- CA Cash Refund
- California Cash Refund
- CA CRV

Please show the CRV payment as a separate line item on your cash register receipts. This allows the customer to identify how much CRV they are being charged. As a reminder, the CRV is subject to sales tax only if the sale of the beverage is subject to sales tax.

If you have any questions regarding this notice, or specific questions regarding dealer responsibilities and compliance, please call 1-800-RECYCLE or the Division of Recycling Dealer Services Section at (916) 323-3263. For additional information, please visit the Department of Conservation's website at www.conservation.ca.gov.

Sincerely,

Chuck Seidler
Acting Assistant Director for Recycling