



Subject: Keg Return Website

To our customers,

2 June 2020

Our thoughts remain with you and your families during this uncertain time.

We wanted to provide you an update on stock destruction during COVID-19. As we communicated last month, we have developed and launched an easy-to-use website that allows outlets to submit the necessary evidence to reclaim duty on stock that goes out-of-date within the closure period.

We are proud that this initiative, which we built using Budweiser Brewing Group's expertise in digital innovation, has been agreed and adopted by the wider industry as the best available option for pubs and bars. We have been working with the British Beer and Pub Association (BBPA) and have agreed that they will manage the website going forward.

Our focus remains on supporting your needs and by following the procedures on this website, you will be able to dispose of out-of-date beer in broached and unbroached kegs. **The intention of this process is to gain the relevant evidence to provide HMRC with the ability to approve duty recovery.**

#### **Keg Destruction**

- Registration of kegs will allow destruction and disposal of beer, from both broached and unbroached kegs, to be undertaken in your outlet (note: beer destruction **cannot** occur for pubs/bars that **do not** have mains sewer facility).
- Registration means that empty kegs can be moved and returned in a safe and speedy manner. This digital approach will mean that health and safety remains paramount and allays the need for two person drays, which social distancing guidelines do not allow.
- All of the above will allow your pubs and bars to have their cellars ready to receive fresh stock, in order to reopen when safe to do so.

#### **Next steps:**

- Visit [www.returnyourbeer.co.uk](http://www.returnyourbeer.co.uk)
- Register with your outlet and keg details. **You should be aware that, when completing the application, you are entering into a formal declaration with HMRC.**
- Budweiser Brewing Group must follow strict guidelines imposed by HMRC in order to fully recover excise duty on beer that is destroyed in the outlet. **You should ensure that you fill out the claim robustly and accurately, it will support Budweiser Brewing Group:**
  - Trace the claim back to original duty payment (via the route to market provider)

- Identify the person representing Budweiser Brewing Group in destroying the beer in the outlet
  - Provide HMRC with photographic evidence to support the claim.
- We will process credits / stock in a timely manner based on the order requests and in line with HMRC approval processes.

**Next steps**

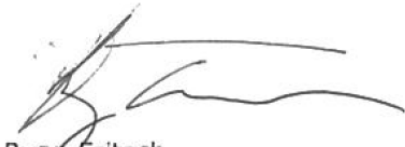
- As per the communication in March, all full kegs delivered after 5th March, that are claimed and approved, will receive compensation in full, whilst those kegs that are broached, will have the duty value of the remaining liquid paid to the end user.

The development of this website and keg return process is part of Budweiser Brewing Group's commitment to helping the trade prepare to return to business.

Note that it is **the responsibility of every outlet to register your details**, without this you will not be able to recover any duty.

We hope you remain well, and we look forward to speaking again soon.

Yours sincerely, with thanks,



Ryan Fritsch  
Sales Director On-Trade  
Budweiser Brewing Group UK & I