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Dear Customer

As we look forward to pubs and clubs opening their doors again, we know the challenge of aged beer (beyond its Best before Date) in licensee cellars needs to be addressed as a priority. Arriving at a solution has been an extremely complex process, with considerations across duty re-claim with HM Revenue & Customs (HMRC), Health & Safety, social distancing restrictions and the impact of furloughed employees across the end-to-end hospitality sector.

Molson Coors have been working with a group of Brewers, in conjunction with the British Beer & Pub Association, to make the process as effective as possible.

On Wednesday 3rd June, an industry-wide website will be launched to enable licensees to record their aged beer in cellar and register their claim on credit on stock from all the draught brands brewed by the participating Brewers.

The website can be accessed by licensees by visiting [www.ReturnYourBeer.co.uk](http://www.ReturnYourBeer.co.uk) via mobile, tablet or computer and creating a profile. Once the licensee has created a profile, they can follow guidance and instructions to register and submit the details of aged beer by individual container. This process will also provide authorisation from brewers for licensees to decant the beer in a safe and environmentally friendly manner in compliance with brewer guidelines (on-site), and all local water authorities.

Molson Coors will access a daily report of the licensee website submissions. Following verification of these submissions, utilising the monthly outlet data and purchases into our recognised route to market partners, Molson Coors will credit their recognised route to market partners in full for un-broached / full containers and for the duty element of broached / part kegs to pass onto licensees. The information provided will include the data provided by the licensee on the website.

Given the length of the lockdown, draught Cobra and draught cider brands that have exceeded the best before date will be included in the uplift and credit process from our recognised route to market partner depots. Please speak to your Molson Coors Wholesale Account Manager about this process.

Molson Coors will be advising licensees planning to open that any draught Cobra or draught cider brands located within the cellar that is within its best before date, should be sold.

In addition to Molson Coors, the following key brand owners have also signed-up to the [www.ReturnYourBeer.co.uk](http://www.ReturnYourBeer.co.uk) website to list their brands - Budweiser Brewing Group, Heineken, Carlsberg, Asahi and Marstons. Further brand owners are

expected to join the website, making it even easier for the licensees to help clear their cellars and re-stock in preparation for re-opening. Diageo have decided to operate their own website – please refer to [www.mydiageo.com](http://www.mydiageo.com).

It is important to note that any false claims will be seen as an attempt to defraud HM Revenue Customs and may result in legal action. Credit for the licensee's out of date cellar stock will be applied to the appropriate recognised route to market partner trade account following verification and approval of the [www.ReturnYourBeer.co.uk](http://www.ReturnYourBeer.co.uk) website submission. Molson Coors retain the right to withhold credit subject to an audit. Credit will be subject to adherence with your agreed payment terms.

Molson Coors have uplifted and credited to the trade account, all out of date stock from our recognised route to market partners depots. This process will cease from Wednesday 3<sup>rd</sup> June with the exception of depot stock already notified to Molson Coors.

We would encourage licensees to carry out the [www.ReturnYourBeer.co.uk](http://www.ReturnYourBeer.co.uk) website submission at their earliest convenience and complete their submissions before the 31<sup>st</sup> July. If licensees having difficulty with decanting beer or have any other queries, please ask them to contact Customer Services on 0345-6000-888, Option 2, or alternatively email [CTSRFQ@molsoncoors.com](mailto:CTSRFQ@molsoncoors.com)

We will begin communicating details of our “open-up plan” for logistics and technical services from Monday 8<sup>th</sup> June

Best Regards



Martyn Cozens

UK On Trade Sales Director

