



Dean McGuinness, owner of Premier International Beers, has said paying to put Re-turn labels on craft beer cans would cost his company €70,000 a year. Photo: Mark Condren

‘Do I fire two people to cover cost of labels? – craft beer boss

LAURA LYNOTT

A small craft beer company in Co Meath has said to cover the €70,000 cost of putting labels on cans to comply with the new Re-turn scheme could mean letting two staff members go.

Premier International Beers employs 12 people and sells craft beers from around the world.

Its managing director Dean McGuinness said the company sells 40 different types of “canned products”.

“Taking the top three cans in our business (all from the same company), the firm assessed it’s only economically viable to get the logo printed on the first of these three products,” he said.

“That’s despite the fact we sell multiple containers of number two and three products. This level of sales is not enough to justify to a brewery printing a logo on a can, to effectively have a bespoke product for Ireland.

“As we go through the rest of the 40 canned products we sell, the challenge becomes even more insurmountable as you go further down the list.

“In short, for our company there’s a serious danger that a majority of products will

be discontinued as a result of Re-turn’s insistence that a Re-turn logo be included on containers.”

Mr McGuinness said he was supportive of a recycling initiative, but many small companies selling craft produce would not want to foot the bill for the logos.

The businessman said that left the businesses with a tough decision – to pay the cost of the time to unpack goods, fit the logos and pack the goods again or ultimately, cut costs.

Mr McGuinness said the company was “too small” to cover the cost of putting logos on the cans.

“Putting a sticker on every can would cost a fortune and in some cases, if we can’t sell the products, if they don’t have a label on, they’ll disappear from sale in Ireland,” he said.

“We’re telling companies about the logos and we’re embarrassed because we’re a small company and we aren’t selling a million cans, so how can we even ask them to spend all that money to print the labels?”

“So far, our number four and five products could be lost, because the breweries said it’s just not economically

viable to get the logo on the cans. We will be able to get them to supply the cans if we sign a letter confirming we will make sure the products are legally compliant by the time they hit the market. In other words, if we say we will put the stickers on the cans.

“Even though we’re in a tough situation, I respect companies refusing to put the labels on if it isn’t economically viable. But the reality is, if we have to label our products, that’s about €70,000 a year from our business. Or it’s two staff salaries that would have to come off our outgoings.

“How do I solve this problem? Do I fire two people and keep on moving? But what then if I keep on getting hit, if they decided then to do this on glass bottled products, as they are on cans. It would shut down my business.”

He described the lack of joined-up thinking on an EU-wide scale as “crazy stuff”.

“It could all be solved by scrapping the logos or having one European logo and one central group in Europe dealing with it. That is why we are in the EU. We’re not meant to be acting in our own little groups in Europe and now we see how damaging that can be to European business.”

Government says it will try harder to use plain English

SENAN MOLONY

The Government is going to try harder to communicate in plain English.

The Cabinet is expected to agree today to fund 38 staff members across government departments and agencies as “plain language editors”.

They will aim take the gobbledygook, jargon and cluttered sentences out of official messaging, to help make it more comprehensible.

The drive will extend to educational training boards, public, health and community services, and non-governmental organisations.

“The aim is to ensure information provided by government is accessible to all,” a spokeswoman said.

Higher Education Minister Simon Harris will bring the memo as part of a number of measures to be taken this year, most of which relate to improving adult literacy.

Last year, plain English training was offered to civil servants and staff across government communications and customer service staff. Twenty staff attended the first course late last year, with further courses planned for this year. The Government will also pursue the development of a plain-language editing course in Irish, with the standard module translated into the first national language.

Comhairle Contae
Fhine Gall
Fingal County
Council



ROADS ACT 1993 – SECTION 75 TEMPORARY ROAD CLOSURE AT N3 (NORTHBOUND) / M50 JUNCTION 6 ON FRIDAY 22ND MARCH 2024 TO SUNDAY 24TH MARCH 2024.

Chief Executive’s Order OPWS/0057/2024 authorised the publication of a newspaper advert proposing the temporary road closure at **N3 (Northbound) / M50 Junction 6** from **2100hrs on Friday 22nd March 2024 to 2200hrs on Sunday 24th March 2024.**

Following an application received on behalf of Globalvia Jons Ltd to temporarily close N3 (Northbound) / M50 Junction 6 from 2100hrs on Friday 22nd March 2024 to 2200hrs on Sunday 24th March 2024, Fingal County Council has now made an order to temporarily close N3 (Northbound) / M50 Junction 6 from 2100hrs on Friday 22nd March 2024 to 2200hrs on Sunday 24th March 2024. This temporary closure is to facilitate structure remediation and pavement resurfacing.

Alternative Routes:
Alternative routes for N3 Northbound (M50/N3 Interchange):
N3/R147 Northbound:

At the junction of N3/R147/R102, turn left at the traffic lights then take the second exit at the roundabout onto Auburn Ave. Continue straight until the junction of Auburn Ave & Castleknock Rd, then turn right. Continue straight on Castleknock Rd until the junction of Castleknock Rd & Navan Rd, then turn right. Turn left at the next traffic lights to re-join the N3 Northbound.

N3/R147 Northbound (HGV TRAFFIC):
At M50 Junction 6 (M50/N3 Interchange), take the N3 Northbound to M50 Southbound slip. Continue on M50 Southbound until M50 Junction 7 then take the M50 Southbound to N4 Westbound slip. Continue on N4 Westbound then take the N4 Junction 2 (Liffey Valley) exit. At the roundabout take the second exit, then at the second roundabout, take the second exit again to join the N4 Eastbound. On the N4 Eastbound stay left then take the exit for M50 Northbound. Continue on the M50 Northbound then take the next exit for M50 Junction 6 to re-join the N3 Northbound.

M50 Southbound to N3 Northbound via M50 Junction 6 Rotary:
At the M50 Junction 6 Rotary, take the N3/R147 Southbound exit. Continue on R147 then take the Navan Rd Parkway exit. Turn right at the traffic lights then turn right at the traffic lights again to join the N3/R147 Northbound. At the junction of N3/R147/R102, turn left at the traffic lights then take the second exit at the roundabout onto Auburn Ave. Continue straight until the junction of Auburn Ave & Castleknock Rd, then turn right. Continue straight on Castleknock Rd until the junction of Castleknock Rd & Navan Rd, then turn right. Turn left at the next traffic lights to re-join the N3 Northbound.

Diversionary routes, will be clearly signposted, as agreed with the Council and An Garda Síochána. Emergency access and restricted Local Access will be maintained.

Fingal County Council regrets any inconvenience caused in relation to this matter.

Administrative Officer, Blanchardstown-Mulhuddart/ Castleknock/Ongar Operational Area.