



June

June 15, 2007

Diane Audet
Competition Bureau
50 Victoria Street
Gatineau, Quebec
K1A 0C9

Via e-mail: audet.diane@cb-bc.gc.ca

Dear Ms. Audet:

Re: Plus 14021 Environmental Claims: A guide for industry and advertisers

Pepsi Bottling Group (Canada) Co. is a major bottler of beverages in Canada and is an active member of Refreshments Canada, Food & Consumer Products of Canada and The Canadian Council of Grocery Distributors.

We actively support recycling of our beverage containers in Canada and in jurisdictions around the world in which we operate. Pepsi Bottling Group works closely with the many provincial recycling associations that exist within Canada to develop and manage programs that increase consumer awareness and recycling of beverage containers.

We appreciate the opportunity to participate in the stakeholder consultation process and endorse the consultative approach adopted by the Competition Bureau. We support the rationale and recommendations submitted separately by the associations identified above and therefore will not repeat those in this letter.

Thank you for this opportunity to comment on the new Guide. Please contact me if you wish to discuss these recommendations in more detail.

Yours very truly,

Neil Antymis

Director, Environmental Affairs