



Information Bulletin

To all agents and suppliers

PUBLICATION OF THE ANNUAL SALES QUOTAS

Montreal, October 10, 2007 - The *Société des alcools du Québec* wishes to inform you about a three months extension to the effective period of the annual sales quotas per category. The quotas currently published on our electronic portal saq-b2b.com, under the *Policy and Standards* tab, *General information* section will remain in force until June 21, 2008. The next publication of the annual sales quotas is postponed until January 2008.

By then, the SAQ will continue to clarify the principles of withdrawal of the products, while endeavouring to pursue its target to keep dynamic the alcohol beverages offers for which the consumers response is so enthusiastic.

Taking great care about and willing to continue the quality of the relations established with its business partners, the SAQ already started this project together with the *Association québécoise des agences de vins, bières et spiritueux* (AQAVBS).

For more information, please contact
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