



Information Bulletin

To all agents, suppliers and commercial delegations

New concept for Sélection outlets: the SAQ opens its doors to discovery!

Montreal, October 16, 2006 – Ten years after its creation, the Sélection banner is getting a makeover. With a first pilot outlet slated to open soon in Laval, located at the intersection of Highways 440 and 19, consumers are being encouraged to embark on paths to discovery!

To better meet customers' expectations, the SAQ has hired two specialized firms to advise it in developing a new outlet concept. Since March 2006, a series of studies and focus groups (internal as well as external) have led to the creation of this concept, which is focused on expanding customers' knowledge and enhancing their shopping experience.

With its modern decor, the new Sélection concept will help customers be better informed about products, determine their tastes in wine and learn about grape varieties, wine-growing regions and food and wine pairing. Specifically, the pilot outlet will have four discovery zones:

- Discover your palate profile: a colour-based coding system that identifies the type of wine (current products)
- Food and wine pairing: proposed food and wine matches
- Wall of grape varieties: descriptions of the main grape varieties and their characteristics
- Quick pick: suggested wines selected by the outlet's staff.

In addition, the specialty products will be grouped together in a new section called the Cellier (cellar) zone, where consumers will also find a tasting station that features a dozen products chosen by the outlet's staff. Customers will be able to pay for the tastings with a smart card purchased at the cash. An inviting lounge area will also be provided for all who want to enrich their visit by consulting books and videos placed at their disposal. Lastly, the wine and spirits sections will be enhanced with informative visual media.

"Our customers are evolving," says Alain Brunet, Vice-President, Marketing and Merchandising. "They're more demanding and increasingly hungry for information. This new concept is designed to provide a user-friendly setting and help them make an informed choice even as it encourages exploration and discovery. The new approach puts the environment at the service of customers and ensures our network evolves with them."

With its opening scheduled for the end of November, the experience of this pilot outlet will guide the SAQ in updating its Sélection banner. The next outlets to feature the new concept will take into account the reactions and comments received – the goal, as always, being to satisfy customers, pique their interest, increase their enthusiasm and improve their shopping experience.