



Information bulletin

Rosé wines campaign – Summer 2008

To all agents and suppliers

Call for tenders and promotional programs

The *Société des alcools du Québec* would like to inform you of the Call for tenders and promotional programs for the summer 2008 rosé wines campaign. Please note that the method of submission for this Call for tenders will be the existing method for submitting specialty product tenders, using the Excel Form for submitting alcoholic products¹.

Call for Tenders General Information

Period	Tenders can be submitted starting:	Monday, October 22, 2007 9:00 a.m. local time in Montréal
	Deadline for receiving tenders:	Thursday, November 8, 2007 5:00 p.m. local time in Montréal
Maximum number of tenders considered	Only the first 400 qualified tenders that are received within the prescribed deadline will be considered. The order in which tenders arrive will be determined by the SAQ's Exchange e-mail server.	
Specific needs	Specific needs will be described in the Call for tenders, which will be available through the Web portal on October 22.	
Number of products selected	The rosé wines campaign is in addition to the regular product offer. The SAQ intends to purchase approximately 60,000 cases for the 2008 summer campaign. The objective is to offer 30 specialty products during the summer of 2008. 16 of these products will be selected as a result of this Call for tenders and will be introduced into our network, which will add to the vitality of our product supply. The other 14 products will be "order renewals" from the summer 2007 campaign, and will be selected according to criteria such as sales rapidity and performance. The appropriate agents and suppliers have already been notified.	
Rules	Tenders for products that were marketed as part of the 2007 rosé wines campaign and for which orders are not being renewed for the 2008 campaign will not be considered for this call for tenders. In addition, the SAQ will only accept one product offer per supplier.	
Response	A pre-selection response will be sent in November 2007. If your product is pre-selected, you will be asked to submit samples at that time.	
Tastings	Producers in the Northern Hemisphere: sample for tasting of the 2006 vintage and purchase of the 2007 vintage. Producers in the Southern Hemisphere: sample for tasting of the 2007 vintage and purchase of the 2007 vintage.	

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¹ To assist you with the submission of your product tender, consult the **Specialty Product Submission Guide - Excel Form**, which is available through our electronic portal, under the Policy and Standards tab, in the section entitled New Product – Specialty Product - additional information.



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Promotional programs

The SAQ will provide 4 marketing activities to add vitality to the 2008 rosé wine campaign. Invitations for the activities that are described below will be published by the Promotional Programs Division in the coming weeks. Please consult the SAQ-B2B promotional site starting October 22 in order to inform yourself of the conditions.

Description of the 4 marketing activities

1. Rosé event

This year, the SAQ is introducing a new event, which features four (4) regular products. The event will include:

- displays
- tastings
- refrigerator placement
- advertising in the rosé advertising circular
- advertising in the circular (standard package)
- advertising in the sales milieu

2. Rosé advertising insert

The SAQ also plans to advertise eight (8) regular products this year in an advertising insert, in addition to the four (4) products that are featured in the rosé event (see explanation in point 1 above).

3. Circular

The SAQ plans to include regular rosé wines, and specialty rosé wines introduced from the Summer 2008 Rosé wines Campaign, in Standard packages for the summer circulars.

4. “Customer appreciation” day

Again this year, the SAQ wishes to attend a “Customer appreciation” day and offer one regular product bottle of a rosé wine to each customer whose total purchases achieves a given amount. “Customer appreciation” day will be held in May 2008.

For more information, please contact the
Service d'Assistance aux Relations d'Affaires
(Business Relations Assistance Service)
by e-mail, at sara@saq.qc.ca, or by phone, at 514-254-2711.