



# Information Bulletin

## *Vins nouveaux*

To all agents and suppliers

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### **2008 *Vins nouveaux* operation**

We want to inform you that the *Société des alcools du Québec* will proceed in a different manner from last year regarding the selection of *vins nouveaux* for 2008.

Since the past years, the SAQ has noticed a decrease of interest in this type of wine on the part of its customers in Québec, and this trend has been confirmed on the global market.

In light of this, the SAQ will significantly reduce the quantities that will be offered. This year, a maximum of 4,000 cases will be sold. There will be no exclusive products for permit holders or for the Signature banner. In addition, the promotional campaign that has traditionally accompanied the launch of these wines will be scaled back considerably.

Taking all of these factors into account, the SAQ has decided to simply purchase the *vins nouveaux* for 2008 from the four producers that were involved in the 2007 campaign, except the one that was exclusive to permit holders and at the Signature banner.

Therefore, no calls for tenders will be issued.

For more information, please contact the

**Service d'Assistance aux Relations d'Affaires**

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