



Information Bulletin

Changes to the organizational chart for the office of the Vice-President and Chief Operating Officer

To all agents and suppliers

Changes to the Office of the Vice-President and Chief Operating Officer

In an effort to better respond to the challenge of integrating the supply chain and the needs of our high-end clientele, the *Société des alcools du Québec* has implemented changes in the office of Alain Brunet, the Vice-President and Chief Operating Officer.

Appointment: Vice-President of Procurement and Merchandising

We are delighted to announce the appointment of Mr. Daniel Simard to the position of Vice-President of Procurement and Merchandising as of March 16, 2009. This position was left vacant with the appointment of Alain Brunet to the position of Vice-President and Chief Operating Officer. Mr. Simard will focus on ensuring that the SAQ stands out as one of the most outstanding commercial entities in Québec in terms of procurement, merchandising, and the management of product quality and marketing, with a view to increasing continuous client satisfaction.

Daniel Simard has worked in the retail trade and consumer goods industries for both suppliers and clients, including companies such as Provigo and Natrel. He brings 27 years of experience, including eight years as Vice-President of Merchandising and Category Management at Métro.

New mandate for the Services Signature Management

The mandate of the Services Signature Management has been broadened to include the various services provided to our *Connaisseurs/Passionnés* clientele and to our high-end clientele in particular. This move unites the Signature Products Development and Research Management (Denis Marsan), the Courier Vinicole team (Julie Déziel), the SAQ Signature Montréal (Maurice Mammone) and the SAQ Signature Québec (Roger Thibault). The new management will report directly to Alain Brunet, and will be headed by Alain Cloutier. The Services Signature team will be primarily responsible for developing relational marketing, the selecting of products, promotional and event-based activities, and a loyalty program for high-end clientele. Jean Chouzenoux will call upon his extensive expertise as he assists Alain Brunet in support of this new activity sector.



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Other changes

Following the previously mentioned changes, three managements will report directly to Daniel Simard, the new Vice-President of Procurement and Merchandising, namely the Merchandising Speciality Products (Benoît Beaudet), Merchandising Outlets (Denis Chayer) and External Customer Development (André Caron).

The Business Solutions (Claude Sévigny) and Real Estate Development (Lyne Rodrigue) managements will also be part of the office of the Vice-President and Chief Operating Officer.

Please note that these changes will take effect on March 30, 2009.

End of temporary assignments

We would also like to inform you that, as of April 6, Mr. François Jarry and Mrs. Chantal St-Pierre will return to their respective positions as Director of Merchandising - Regular Products/French Wines/Spirits, and Senior Marketing Director.

For more information, please consult the updated organizational charts:

[Office of the Vice-President and Chief Operating Officer](#)

[Vice-President of Procurement and Merchandising](#)

For more information, please contact the
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