



# Information Bulletin

## *Vins nouveaux*

To all agents and suppliers

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### **2009 *Vins nouveaux***

For your information, the Société des alcools du Québec will select the *vins nouveaux* for the 2009 campaign using the same process that it used last year.

Since several 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, once again, reduce the quantities that will be offered. This year, a maximum of 3,600 cases will be sold. There will be no exclusive products for permit holders or for the Signature banner. In addition, no promotional campaign will be held for the launch of these wines.

Taking all of these factors into account, the SAQ has decided to renew the 3 *vins nouveaux* that obtained the best sales results in the 2008 campaign.

No call for tenders will be issued.

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](mailto:sara@saq.qc.ca), or by phone, at 514-254-2711.