



# Information Bulletin

## Taste tags

To all agents and suppliers

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### Implementation in all network of outlets

Good news! Since mid-June, the taste tags are visible in the whole of our outlets.

The list of the tagged products is now available on the SAQ.com site and thus will not be updated any more on SAQ-B2B. Please refer to [www.saq.com](http://www.saq.com) to know the taste tags which were allotted to your products.

The integration of the taste tags in the circulars will be done during the summer. The taste tags media launch will take place in September.

We remind to you that the taste tags are exclusively allotted to the regular products - red and white still wines. This innovating and educational concept allows our customers to quickly locate the type of wines which corresponds to its taste profile.

Further to those several requests which we received on behalf of the members of industry, we confirm you that it will be possible for you to use our system of classification known under the name *Discover your taste profile*, under certain conditions, as from September 10, 2009.

For this purpose, we have created a [Standards Guide](#)<sup>1</sup> with regard to the taste tags. The manual presents you the graphic application and the utilization which could be made within the framework of publicity campaigns or on promotional materials developed by the agents or the suppliers.

This guide is online via Internet site [www.saqgraphisme.info/telechargementnew.asp](http://www.saqgraphisme.info/telechargementnew.asp), under the *Pastilles de goût* section.

<sup>1</sup> This guide is available, at the moment, only in French version. The English translation will be available soon.

For more information, please contact

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