



Information Bulletin

Power of attorney

To all agents and suppliers

Model of letter to be used for a Notice of Appointment

As is mentioned in Section 2.4 of the SAQ *Purchasing and Merchandising Policy*:

- A supplier may retain the services of a third party (an “agent”) to carry out promotional activities in connection with its products.
- A supplier must notify the SAQ’s Procurement and Merchandising Department of the name of its agent and any change with respect to its agent immediately, and in writing. This notification must indicate which products are affected, and the date when any change comes into effect.
- A supplier may also hire an agent as a representative in dealing with the SAQ for specific purposes. In order to do so, the supplier must appoint the agent in writing, using the *Power of Attorney* form that is available online.

The Administration and Operations Department receives a large number of types of letters for the appointment of an agent to represent a supplier’s products.

In order to facilitate the process of appointment notifications by obtaining the same information from all parties concerned through the use of a standardized template, we ask that you please use this model of a [letter](#) from now on.

For more information, please contact our
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.