



Information Bulletin

Planograms

To all agents and suppliers

Managing *flex* products

Implementation of planograms

We would like to inform you that the planograms will be implemented in outlets between late January and late March 2009.

Implementation procedure

The 2009 version of the planograms for each of the outlets will be issued on the *Société des alcools du Québec* intranet between November 17 and 21, 2008. The outlets will be able to familiarize themselves with their new planogram and identify the number of *flex* products available in each of their categories. During this step, no changes will be made to the products that are present in each outlet; the teams will simply be identifying those products at their outlets that have the poorest performance and that they would like to remove from their outlets when the *flex* products are introduced in January.

Starting in mid-January, the teams at the outlets will select products to fill the *flex* spaces, by replacing products with poor performance identified in December.

To help outlets to select their *flex* products

The outlets have, for their exclusive use, 2 reports to their disposition for help themselves in their products choices:

- The performance report for regular products at the outlet represents sales of products that have appeared on their planograms during the past 52 weeks, and also indicates the product status for their group of outlets, namely *mandatory*, *optional* or *new*. The selection of *flex* products will be made from among non-mandatory products for their group, regardless of whether or not they are on the current planogram.
- When selecting their *flex* products, the provincial performance of regular products report will offer guidance with respect to the performance of regular products in the network.

Take an appointment in outlet

We want to remember you that it is preferred to book an appointment with the outlets Directors you want to meet as from 2009, mid-January.



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Questions and answers

Please consult this [document](#), which contains answers to the most frequently asked questions.

Formation with the agency representatives

You can take an appointment for a planogram workshop until the end of December 2008. Please inform us if you are interested in participating by contacting Isabelle Tucci, by email at the following address: i.tucci@saq.qc.ca.

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, or by phone, at 514-254-2711.