



Information Bulletin

Gift Packs

To all agents and suppliers

Operation 2010

The Société des alcools du Québec wants to inform you that the 2010 Gift Packs Operation will be reduced.

For several years, the company has noticed a lack of interest of the Québec customers in this kind of purchase; the main tendency being the gift cards, whose sales increased exponentially.

Consequently, the SAQ will decrease, once again, the selection and the quantities offered. This year, approximately 12 products will be renewed:

- 6 products having obtained the best sales results for the 2009 campaign
- 3 home-grown products
- Some leaders of category in the universe of the spirits

No call for tenders will be published.

For more information, please contact
the **Service d'Assistance aux Relations d'Affaires**
(Business Relations Assistance Service)
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