



Information Bulletin Appointment

To all agents and suppliers

Well-established permanent agent in France joins the SAQ team!

In order to consolidate and increase its purchasing power among European producers of high-end wines and spirits, the SAQ has appointed a permanent agent in France. Already backed by its enviable reputation, the SAQ is pleased to ensure a continuous presence near the domains and product negotiation venues for high-end products, and particularly those originating in France, Italy, Spain, Portugal, and Germany.

In March, Esther Degorce-Dumas, who boasts more than 10 years of experience in developing wine export markets, will join the SAQ team as a permanent agent, stationed in Bordeaux, France. She will be called upon to collaborate with members of the Signature Service team. She will report to Alain Brunet, Vice-President and Chief Operating Officer.

The contract between the SAQ and its new partner includes the following tasks:

- Selecting, negotiating, and purchasing high-end “niche” products;
- Referring new suppliers;
- Following up with and nurturing business relationships and contacts;
- Researching new trends and concepts;
- Participating in the promotion of products in the high-end speciality wines category.

The addition of a new permanent agent on European soil will provide the SAQ with strategic positioning as the global wine industry evolves. In fact, the pressure is increasing as new large-scale buyers are formed and demand access to prestigious products. In order to effectively serve the population of Québec, the SAQ is committed to taking the steps required to maintain and increase its product portfolio.

For more information, please contact our

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