



Information Bulletin

Environmental claims

To all agents and suppliers

Applicable Rules

Consumers of alcoholic beverages are increasingly aware of the environmental performance of the products that they purchase. For their part, suppliers invest in practices that are ever-increasingly respectful of the environment, and they convey the environmental characteristics of their products through the **labels, logos, seals, stickers, neck labels, etc.**

Environmental claims refer to any claims that are governed by their own specific organization, with the exception of *Agrobiological* and *Fair trade* claims. For example, environmental claims relate to the use of thin-walled glass in the production of bottles, the recycling of manufacturing materials, and energy savings.

In order to ensure the compliance of environmental claims, the Société des alcools du Québec has decided to adopt a procedure for managing them. **Therefore, if a supplier wishes to convey an environmental claim related to one of its products, it must follow the steps involved in this new procedure:**

1. Please refer to the document entitled [Environmental claims: A guide for Industry and Advertisers](#), which will help you to avoid making untrue environmental claims.
2. You must complete the [Environmental Claims Form](#), attesting to the fact that you are aware of the applicable rules and that your claim complies with these rules.
3. Once you have completed the form, and depending on the context, you must send it by e-mail to one of the two addresses mentioned in the [Procedure](#) document, along with the visual (labelling or promotional materials).

Note: You are not obligated to publicize your environmental initiatives. This decision is left to the discretion of the supplier.

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.