



# Information Bulletin

Smaller formats and higher than 4 litres  
To all agents and suppliers

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## Updates

The *Société des alcools du Québec* would like to inform you that the “half-size” format for wines has been maintained in the general catalogue. The 500 ml format will be added to this category. All of the products (regular products only) that are sold in this category will be included in the planogram.

### Respect for quotas

These products will be subject to the quotas that will come into effect in April 2009, which will be applied by universe, as is the case with other wines.

### Unit sales

In order to facilitate operations at outlets, unit sales are authorized for all still wine and dessert wine products sold in multi-packs. In light of this, all small formats sold in multi-packs must respect the two following conditions in order to be eligible for unit sales:

- The package must be constructed in such a way as to ensure the inviolability of the container.
- The format of each unit must be standardized according to the laws of Canada<sup>1</sup>.

This practice also applies to products sold in alternative packaging, such as Billyrock (SAQ code: 10699636), which is available in packages of 4 cans.

### Formats higher than 4 litres

Any wine that is sold in a format in excess of 4 litres will be considered to be a speciality product, and will be managed as such. Therefore, proposals for all new products in excess of 4 litres must be submitted under the terms of Call for Tenders for Speciality Products.

<sup>1</sup> Excerpt from Consumer Packaging and Labelling Regulations, Section 36

"c) Wine may only be sold in a container the size of which corresponds to a net quantity of product:  
(i) of 50, 100, 200, 250, 375, 500 mL.

For more information, please contact the  
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