



# Pro-forma Form Mandatory Information

Canada Customs Requirements  
For Agents and Suppliers

---

We have verified with our broker, Eurofret Canada Inc., that close to 60% of the products that are sent to the Société des alcools du Québec (SAQ) are held up at Canada Customs because the pro-forma forms have not been properly filled out by suppliers. The Canada Border Services Agency enforces very strict rules pertaining to the information that accompanies any parcel, and these requirements must be adhered to in order to facilitate the product proposal process for all parties concerned.

## Mandatory information

The Canada Border Services Agency requires that the information listed below appear on the pro-forma form<sup>1</sup>. If this information does not appear, the shipment will be held and kept at customs, without notifying either the shipper or consignee.

1. Description of the product
2. Colour of the wine
3. Percentage of alcohol
4. Format
5. Number of bottles shipped
6. Market value of the product and the currency used
7. Country of origin

If any one of these items is missing, the product will be automatically held by Canada Customs.

## Optional but very important information

If the following optional information appears on the pro-forma form, the SAQ might be able to check your file if your product is held at customs, and thereby facilitate the customs procedures that will lead to the release of your shipment. This information is not required, but it is of the utmost importance:

1. Reference number for the request for proposal
2. Name of the promotional agent who represents the product
3. Name of the supplier (seller)
4. Name of the buyer: SAQ
5. Name of the consignee (if applicable)

It is strongly recommended that you include this information on the pro-forma form.

## Seized products – A mistake to be avoided

We recently encountered two cases where products were seized (resulting in destruction of the shipment) because the description “grape juice” was entered on the pro-forma form. The Canada Border Services Agency confiscates any non-alcoholic product that is sent to the SAQ.

The products that are destined for sale in the alcoholic beverages industry are never food products such as grape juice, **and therefore, the terms “grape juice” must not appear on the pro-forma form.**

For more information, please contact the  
Canada Border Services Agency at 1-800-959-2036  
or our **Service d'Assistance aux Relations d'Affaires**  
(Business Relations Assistance Department)  
by e-mail, at [sara@saq.qc.ca](mailto:sara@saq.qc.ca), or by phone, at 514-254-2711.

---

<sup>1</sup> See the specimen pro-forma form. If necessary, you can print it out, fill it in, and attach it to your shipment.