



Information bulletin

Planograms

To all agents and suppliers

General rules concerning 2010-2011 planograms (groups 5, 6 and 7)

Methodology for the list of required regular products

- 600 best sellers in dollars
- 600 best sellers in volume (bottles)

The list of required regular products was established by combining the 2 lists and as a result all the products are found in the required products for group 7. For the groups 5 and 6, the lists were determined by respecting the proportion of group 7 for each category.

The sales considered for this calculation are:

- Sales (consumers and licensees) in outlets under the Sélection, Classique, and Express banners
- Sales from June 22, 2008 to January 2, 2010 (2008 P04 – 2009 P10)

Product positioning rules

In each applicable category, we have regrouped the products by:



- Taste tags
 - the tags are shown in the same order than the information boards available in outlets for clients
- Price segment
 - the leader of the category is positionned on the best shelf
 - the highest prices are on the best shelves
 - the prices are positionned from left to right and from the lowest to the highest
- Spirits are positionned according to the different formats of a family from top to bottom by promoting the 1.14l format of the product on the best shelf.

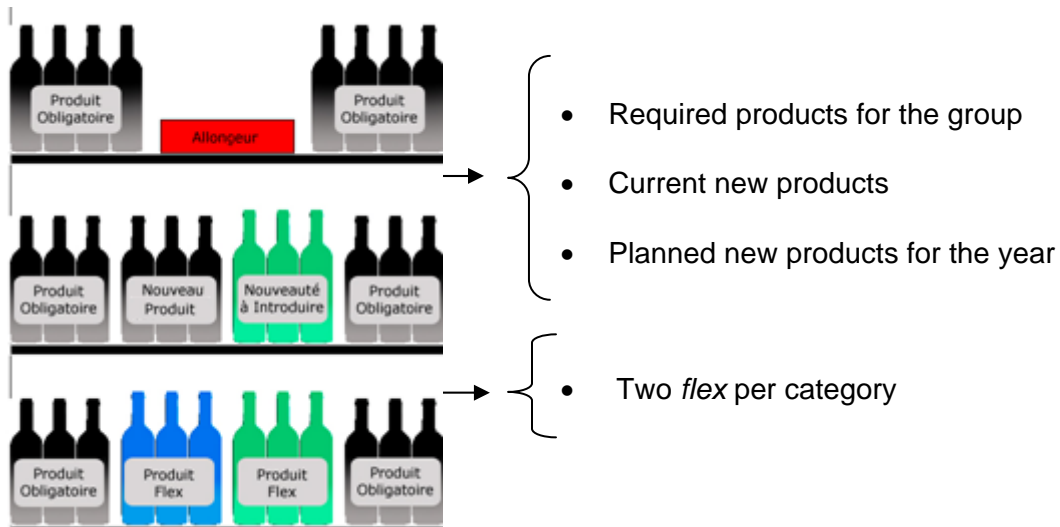
- For the category *Liqueur & cream*, 3 segments were developed: Premix, liqueurs and creams.
- Depending on the performance of the products in their category, additional facings were given to avoid product shortage during the weekend in outlets.

Note

- New products are in groups 6 and 7 until the end of their evaluation period (12 months).
- Agrobiological wines are repositionned in their category of origin with a shelf tag to inform the client.
- The prices used for the positioning will be maintained for the duration of the planograms.
- Following a different orientation for a category by Merchandising, some rules may not apply. (Example: In the category *Various Countries*, New Zealand is positioned on the best shelf.)

Example

The smallest planogram for group 7 includes:



For more information, please contact our
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