



Planograms Category Changes

2007/2008

To all agents and suppliers

In the new document entitled *Planogram Rules for 2007/2008*, we informed you of certain category changes that are intended to optimize management by product category. These changes have an impact on current quotas and on the Infocom service.

2007/2008 Category Changes

Pursuant to section 3.2 (*Categories*) of the SAQ's Purchasing and Merchandising Policy, the Board of Directors has set the minimum number of regular products in a category at 8, and has set the minimum sales figure for the year 2007/2008 at CDN \$5M. This was the basis for the calculations that we performed in order to establish the required category changes on the eve of the new financial year.

To consult the document entitled **Category Changes – March 2007**, visit the Planogram section of the Policy and Standards tab of our website (www.saq-b2b.com).

New Quotas in Effect – April 1, 2007 to March 29, 2008

In order to establish quotas for categories that are affected by changes, the SAQ has opted for the lower of the 2 quotas that are already in effect. In the event that white wine categories were to be changed to categories that include both red and white wines, the SAQ will then choose the lower of the 2 quotas.

To consult the document entitled **Annual Sales Quotas by Category – April 1, 2007 to March 29, 2008**, visit the *General Information* section, *Purchasing and Merchandising Policy* of the Policy and Standards tab of our website (www.saq-b2b.com).

Impact on Infocom

As of April 8, 2007 (P01-2007), the category changes will be in effect on the Infocom Service and will affect requests for information. As of that date, new categories must be selected through online requests.

In the case of the *Evolution of Sales by Category Report* and the *Sales Trends by Category Report*, the histories pertaining to the old categories for P13-2006 and preceding periods will be saved. As of P01-2007, the histories will be presented according to the new categories. If you use the *Download Raw Data* tool, we suggest that you update your reference tables on this date in order to ensure the integrity of your data.

Please note:

- You do not need to modify your subscription. The SAQ adds the new categories to the relevant subscriptions at no charge.
- When your subscription expires, charges will be applied based on the new categories, as applicable.

For more information, please contact the
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