



# Planograms New Rules and Lists

2007/2008

To all agents and suppliers

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In anticipation of the start of the 2007/2008 financial year, the Société des alcools du Québec would like to inform you of its new planogram rules<sup>1</sup> for regular products and the updating of the lists<sup>1</sup> that constitute the framework for applying these rules.

Since we are proceeding to a major review period of the planograms, the 2 planogram review periods for P01-07 (April) and P04-07 (July) will be combined into a single major one. The first planograms will be delivered to outlets in P02-07 (May), and will include the new products that are planned for P04.

Finally, please note that the period for evaluating the sales of new regular products over 13 periods begins with the planogram review period following the introduction of the product. For example, in the case of a new product that is introduced in P04, the period for evaluating its sales will run from P08 (the next planogram review period) to P07 of the following year.

## **New Planogram Rules for 2007/2008**

The update of the planogram rules for 2007/2008 is available on our website ([www.saq-b2b.com](http://www.saq-b2b.com)), in the document entitled *Planogram Rules for 2007/2008*, which can be found in the Planogram section of the Policy and Standards tab. Please read this document in order to become familiar with the new rules and to understand how they are applied in outlets.

## **List of the 500 Priority Products**

The list of the 500 priority products includes the top-performing products in Sélection outlets, identified on the basis of the following 2 factors:

- Sales in dollars during the period from January 1 to December 31, 2006;
- Sales to all types of customers, including alcohol license holders, at both regular prices and promotional prices.

For your information, sales of the 500th top-performing product for 2006 (January 1 to December 31, 2006) totalled approximately \$445,000 in Sélection outlets alone. These products are guaranteed distribution in all Sélection outlets. Please note that this list remains in effect for the next 18 months.

To consult the **List of the 500 Priority Products**, visit the Planogram section of the Policy and Standards tab of our website ([www.saq-b2b.com](http://www.saq-b2b.com)).

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<sup>1</sup> Documents in effect until July 2008, and subsequently revised every 18 months, instead of yearly.



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## **100 Outlets – New Regular Products Distribution**

The SAQ guarantees that new regular products will be distributed to the network of 100 outlets that are identified on this list, including all Sélection outlets. Please note that, as new Sélection outlets are opened during the year, this list is expanded by the inclusion of these new outlets.

To consult the **List of 100 Outlets**, visit the Planogram section of the Policy and Standards tab of our website ([www.saq-b2b.com](http://www.saq-b2b.com)).

## **200 Outlets - Circular Positioning**

With the purchase of Major, Featured product, and Back Page positioning packages in a *Circular*, the SAQ guarantees that these products will be distributed to a network of 200 outlets, including all Sélection locations. Please note that, as new Sélection outlets are opened during the year, this list is expanded by the inclusion of these new outlets.

To consult the **List of 200 Outlets**, visit the Planogram section of the Policy and Standards tab of our website ([www.saq-b2b.com](http://www.saq-b2b.com)).

## **92 Classique – Small Surface**

New planogram rules for Classique outlets of small surfaces (less than 500 linear feet of planogrammed shelf space) have been established, and are set out in the document entitled *Planogram Rules for 2007/2008*. This list will also change according to the number of openings or closings that occur during the year.

To consult the **List of 92 Classique – Small Surface**, visit the Planogram section of the Policy and Standards tab of our website ([www.saq-b2b.com](http://www.saq-b2b.com)).

For more information, please contact the  
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