



Information Capsule

Contact 2008 *Blitz d'information*

To agents and suppliers

Questions and answers

A question period was held at the very end of the presentation for the Contact 2008 *Blitz d'information*. You will find below the questions that were asked during the period with their respective answer:

Q. Will the outlet manager have the option to affix an added values to products located in the *flex* space in order to be aware of them?

R. In order to be able to affix added values to the products, two conditions must be respected. First, the added value must be accepted by the *Service des programmes commerciaux* (materiel.promotionnel@saq.qc.ca). Next, the product must be part of a promotional program. Promotional programs can be submitted via PromoPunch or offered on occasion by the outlet. Accordingly, it is possible to affix an added value if the two conditions indicated above are respected. However, we will evaluate your request and we will get back to you with the results.

Q. Following the sending of the new planograms, in January 2009, when will be the next evaluation of them?

R. The next evaluation period of the mandatory products and the planograms will be held in January 2010. This analysis will cover the period from January 4, 2009 to January 2, 2010, namely 13 periods.

Q. Will the *flex* space be flexible in each category?

R. Depending on the product that is selected, the *flex* space will be moved in the outlet to position the product in its section and enable customers to locate it more easily.

Q. Is formation planned for agency representatives?

R. As was the case the last time we reviewed the planograms, we will be available to conduct a planogram workshop with your representatives after October 27. Please inform us if you are interested in participating by contacting Isabelle Tucci, by email at the following address: i.tucci@saq.qc.ca.

Q. How many *flex* spaces will there be per category, for each store?

R. There will be at least one *flex* space for each planogram, by category. In a group of outlets, the number of *flex* spaces will increase in line with linear feet available in each outlet.



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Q. Will we know which *flex* are already taken versus those that are available, by category and by outlet?

R. No, the management of *flex* space and of the associated security inventory will be at the discretion of the outlet. We will not intervene in planning or possess any information because in principle, *flex* space is always available to capture business opportunities.

Q. Can we have access to the outlet planograms (like in the pharmaceutical industry)?

R. No, because the basic planogram that will be sent to the outlet will be transformed based on the selection of *flex* products. Accordingly, we will no longer have the exact outlet planogram. However, we look if it be possible to make available the basic planograms or the information who is in.

Q. How can we ensure the execution, within the stipulated timeframe, of the planograms in outlets?

R. At the beginning, we will have a transition period that will run until the end of March 2009 in order for the outlets to put their planogram in place. Subsequently, when the Merchandising department will make changes, at the periods 4, 8 and 12, the outlets will have four weeks to complete their planograms.

Q. Will any changes be made to the refrigerated spaces? Is refrigerated *flex* space available?

R. In the Express outlets where the refrigerators are part of the planogram, our new practice of *flex* space will be implemented. For the other outlets whose refrigerators are not included in the planogram, no changes will apply.

Q. What will be happened to the PromoPunch programs already confirmed when the products will be withdraw from the *flex* space by the outlets?

R. If the outlet decides to stop the merchandising of the product, it can ask for a cancellation of the promotion.

For more information, please contact the
Service d'Assistance aux Relations d'Affaires
(Business Relations Assistance Service)
by e-mail, at sara@saq.qc.ca, or by phone, at 514-254-2711.