



Information Bulletin Planograms

To all agents and suppliers

New rules and lists Applicable starting January 26, 2009

1) List of required products

This list includes all products that must be found in each group of outlets.

Methodology

The list of required products is based on the following criteria:

- Regular products only
- Sales in dollars from June 24, 2007 to June 21, 2008 (2007P04 – 2008P03)
- Sales volume under the 3 banners - Sélection, Classique and Express only
- Number of required products are distributed according to the market share for each category
- Once the market share for the category has been calculated, the best sellers in each category are selected

Notes

- At least 1 product is required from each category in all groups
- Products with sales volume superior or equal to \$800,000 are included in the list of required products (group 7 only)
- Products with sales volume less than \$500,000 are not included in the list of required products
- **Category (exceptions)**
 - All regular products in the categories of Beers and Ciders of Quebec are required in all groups of outlets
- **New products**
 - A new product that sells \$800,000 or more at the time of its evaluation (12 months after its introduction to the planogram) maintains its distribution in the group 7 until the next revision of the list of required products
 - A new product that sells less than \$800,000 at the time of its evaluation (12 months after its introduction to the planogram) could find itself in the *flex* space of the outlets



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2) List of regular products (extended distribution) groups 5, 6 and 7

- New regular products that are included in groups 6 and 7, and that are selected for a circular as a essential product (*produit incontournable*) will be included in the list of required products in the group 5 for a period of 6 months
- Specialty products that are transferred to the regular product catalogue due to their high sales volume, upon request from the SAQ, will be included in the groups 5, 6 and 7 for a period of 12 months

3) Next steps

- Rules concerning *flex* – to be released in January 2009
(discretionary products)
- Rules concerning product placement – to be released in January 2009
(category segmentation)

For more information, please contact the
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