



# 2012/2013 Price Change

To all agents and suppliers

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The Société des alcools du Québec would like to inform its business partners of all aspects related to the managing of price changes requested by suppliers. To that end, here is important information about the price change that will take effect on February 1, 2012:

## **February 1, 2012 price change**

Please refer to the list of [exchange rates](#) and [service charges](#) that will be used to calculate the retail prices of the products sold in our outlets as of February 1, 2012. The [shipping charges](#) and the service charges for [private orders](#) are also available.

## **Increased transportation costs for local products**

A slight increase of \$0.01/case will be applied to the charge for transporting local products. This decision was taken following an increase in the costs related to the activities of the Delivery Department (higher costs for fuel conversion equipment as part of our shift to sustainable development, etc.).

## **Increase in selective collection fees**

In response to Bill 88, which was adopted in June 2011, the SAQ will collect \$0.04 for every container that it markets in the territory of Quebec. This will enable the company to meet its obligations.

## **Revision of the standard markup**

The SAQ is carrying out the annual indexing of its fixed markup on premium wines, spirits and liqueurs. The SAQ is taking this action to counter the erosion of its profit margin expressed as a percentage of net sales.

The indexing rate for 2012 is 2.66%, which corresponds to a 2.00% increase in the fixed markup on wines and 0.20% on spirits. The related changes will take effect on February 1, 2012.

For example, the impact on the retail price of a \$15 to \$16 bottle of wine will be around 0.6%. For a 750 ml bottle of spirits that retails for between \$20 and \$25, the impact will be about 0.2%. Note that these figures do not include the adjustment to taxes and service fees.

The indexing calculation is based on a percentage of the Quebec consumer price index (CPI) and will always be less than the inflation rate.



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## **2011-2012 price change request schedule**

The schedule will be made available online at a later date.

## **Application Procedures**

To know the information on the [Application Procedures](#) for all price changes, specifying our *Purchasing and Merchandising Policy*, please refer to sections 5.3 – *Price Changes* and 5.5 - *Invoicing Currency*.

For more information, please contact the  
**Service d'Assistance aux Relations d'Affaires**  
(Business Relations Assistance Service)  
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