



# Information Bulletin

## Planograms

To all agents and suppliers

---

### General Planogram Rules

#### Makeup of the required regular product listing

We have revised the required product listing. The guiding principles that Procurement and Merchandising used to draw up this new list are:

- Analysis of categories based on the new category management structure
  - Breakdown of the universes by market share
    - White wine
    - Red wine
    - Rosé wine
    - Espace cocktail
    - Celebrations
  - Breakdown of the planogrammed categories by market share
- Segmentation of categories by price bracket
  - Under \$10
  - \$10.00 – 12.45
  - \$12.50 – 14.95
  - \$15.00 – 17.45
  - \$17.50 – 19.95
  - \$20.00 – 24.95
  - \$25.00 – 29.95
  - \$30.00 – 39.75
  - \$40.00 – 49.75
  - Over \$50.00
- The list of required products for each price band is based on the category's market share.

The sales taken into account for this calculation are:

- Sales (to consumers and licence holders) in Sélection, Classique and Express banner outlets.
- Sales from January 30, 2011, to January 28, 2012 (P12-2010 to P11-2011)

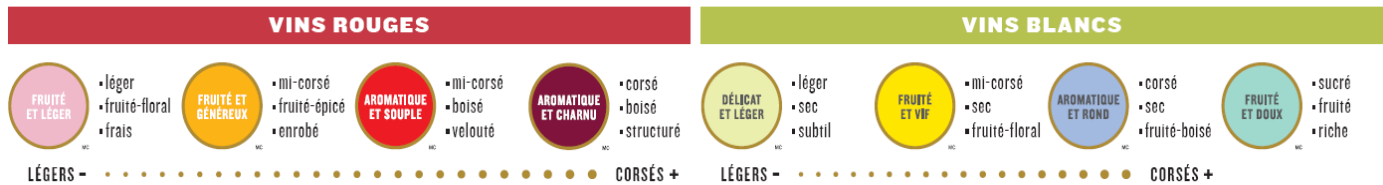
#### Note:

- All regular products are required in the Group 7 outlets.
- As stipulated in the Purchasing and Merchandising Policy, the new products are required in Group 6 and 7 outlets. A substitution has a guaranteed distribution in the outlets of group 7 only.

## Product positioning rules

In each applicable category, we group the products by:

- Taste tag



- the tags are arranged in the same order as on the information panels for customers in outlets.
- Price bracket
  - the category leader is positioned on the best shelf.
  - the highest priced products are on the best shelves.
  - the prices are arranged in increasing order from left to right and in decreasing order from top to bottom.
- New products are positioned on one of the two best shelves for their first year of merchandising.
- The category leader is on the best shelf.
- Spirits continue to be positioned according to the different formats in a family, from top to bottom and with the 1.14 L format featured on the best shelf. However, for liqueurs, it is the 750 ml format that goes on the best shelf.
- For the Liqueur & Cream category, three segments will be developed: pre-mixes, liqueurs and creams.
- Based on the performance of products within their membership groups, additional facings will be provided to avoid weekend stockouts in outlets.

### Note:

- Product price changes during the year will not affect the product positioning. Product positions are based on the product prices when the planograms are prepared and are maintained until the planograms are revised.

For more information, please contact  
 the **Service d'Assistance aux Relations d'Affaires (SARA)**,  
 our business relations assistance service,  
 at [sara@saq.qc.ca](mailto:sara@saq.qc.ca) or 514-254-2711.