



June 14, 2006

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## TO ALL SUPPLIERS OF ALCOHOLIC BEVERAGES

### SUBJECT: ANNUAL SALES QUOTAS AND REGULAR PRODUCT WITHDRAWALS

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Dear Madam,  
Dear Sir,

In order to avoid any misunderstandings with respect to the methods that will be used to apply annual sales quotas and regular product withdrawals, the SAQ would like to reiterate its catalogue management objectives.

In an effort to attain its objective of offering all regular products at its priority outlets, which are primarily *SAQ Sélection* outlets, and in keeping with its planogram rules, the SAQ must reduce the number of regular products in its catalogue by approximately 1200. We would also like to offer approximately 100 new regular products to our customers each year.

In order to achieve these objectives, the SAQ will proceed by withdrawing products at the times of the year when new regular product proposals are evaluated. The number of products that are withdrawn will depend on the objective AND on the number of new products selected in each calendar period.

Therefore, as indicated in the *Introduction and Withdrawal Activity Planner*, which is available online at [www.saq-b2b.com](http://www.saq-b2b.com), under "Policies and Standards", the next withdrawal processes will take place as follows:

- June 2006 – Product evaluations based on sales from P.04 2005 (June 19, 2005) to P.03 2006 (June 17, 2006)
- October 2006 – Product evaluations based on sales from P.08 2005 (October 9, 2005) to P.07 2006 (October 7, 2006)

The category quotas that will be applied in order to determine withdrawals will be the lesser of the quotas published for March and September 2006, up to a maximum of \$475 000.

We have attached a list of the quotas by category that are applicable for the next two withdrawal processes, in June and October 2006.

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

Sincerely,

*Nathalie Carrière*

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Nathalie Carrière  
Director, Administration and Processes  
Marketing and Merchandising Division

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June 14, 2006

**Quotas by category  
June 1 to December 31, 2006**

Type	Category	Applicable quotas (lesser of quotas announced for March 26 or Sept. 10, up to a maximum of \$475 000)
Aperitif	Aperitif	\$448,000
Refreshing beverage	Beer	\$106,000
Refreshing beverage	Cooler	\$475,000
Spirits	Alcohol and tequila	\$475,000
Spirits	Brandy and eau-de-vie	\$475,000
Spirits	Cocktail	\$463,000
Spirits	Cognac	\$475,000
Spirits	Dry Gin	\$475,000
Spirits	Gin	\$475,000
Spirits	Liquor & Alcoholic Beverages	\$475,000
Spirits	Home-grown products	\$353,000
Spirits	Rum	\$475,000
Spirits	Vodka	\$475,000
Spirits	Whisky	\$475,000
Spirits	Scotch	\$475,000
Wine accompanying meal	2.01 to 4L White	\$395,000
Wine accompanying meal	2.01 to 4L Red	\$475,000
Wine accompanying meal	Alsace East	\$433,000
Wine accompanying meal	Argentina White	\$475,000
Wine accompanying meal	Argentina Red	\$475,000
Wine accompanying meal	Australia White	\$475,000
Wine accompanying meal	Australia Red	\$475,000
Wine accompanying meal	Beaujolais	\$475,000
Wine accompanying meal	Bordeaux White	\$371,000
Wine accompanying meal	Bordeaux Red	\$475,000
Wine accompanying meal	Burgundy White	\$456,000
Wine accompanying meal	Burgundy Red	\$459,000
Wine accompanying meal	Canada White	\$367,000
Wine accompanying meal	Canada Red	\$450,000
Wine accompanying meal	Chile White	\$417,000
Wine accompanying meal	Chile Red	\$463,000
Wine accompanying meal	Various Countries White	\$475,000
Wine accompanying meal	Various Countries Red	\$360,000



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**Quotas by category  
June 1 to December 31, 2006**

Type	Category	Applicable quotas (lesser of quotas announced for March 26 or Sept. 10, up to a maximum of \$475 000)
Wine accompanying meal	Spain White	\$447,000
Wine accompanying meal	Spain Red	\$475,000
Wine accompanying meal	United States White	\$461,000
Wine accompanying meal	United States Red	\$475,000
Wine accompanying meal	France Other Regions and Southwest White	\$437,000
Wine accompanying meal	France Other Regions and Southwest Red	\$401,000
Wine accompanying meal	Italy Other Regions White	\$475,000
Wine accompanying meal	Italy Other Regions Red	\$475,000
Wine accompanying meal	Italy Piedmont White	\$421,000
Wine accompanying meal	Italy Piedmont Red	\$456,000
Wine accompanying meal	Italy Sicily Red	\$475,000
Wine accompanying meal	Italy Tuscany Red	\$475,000
Wine accompanying meal	Italy Veneto White	\$475,000
Wine accompanying meal	Italy Veneto Red	\$475,000
Wine accompanying meal	Languedoc White	\$468,000
Wine accompanying meal	Languedoc Red	\$475,000
Wine accompanying meal	Portugal	\$475,000
Wine accompanying meal	Loire Valley White	\$401,000
Wine accompanying meal	Loire Valley Red	\$441,000
Wine accompanying meal	Rhone Valley White	\$407,000
Wine accompanying meal	Rhone Valley Red	\$455,000
Wine accompanying meal	Table Wine White	\$454,000
Wine accompanying meal	Table Wine Red	\$432,000
Dessert wine	Champagne	\$475,000
Dessert wine	Sparkling Wine	\$475,000
Dessert wine	Port	\$411,000
Dessert wine	Rosé Wine	\$475,000
Dessert wine	Dessert Wine	\$113,000