

## Selection criteria

	1- Financial performance				2- Notoriety						3- Sustainable development	4- Qualitative aspects						
Specialty	2,5	-	5,0	7,5	25,0	5,0	2,5	-	-	32,5	5,0	45,0	20,0	30,0	-	5,0	55,0	100,0
Regular	15,0	5,0	-	20,0	10,0	5,0	3,0	2,0	-	20,0	5,0	45,0	5,0	35,0	10,0	5,0	55,0	100,0
Regular Spirits	15,0	5,0	-	20,0	3,0	10,0	10,0	2,0	10,0	35,0	5,0	60,0	5,0	15,0	15,0	5,0	40,0	100,0
<b>1.1 Promotional investment at the SAQ</b>																		
<b>1.2 Sales objective (\$)</b>																		
<b>1.3 Supplier performance</b>																		
<b>Sub-total Section 1</b>																		
<b>2.1 Awards, medal, media</b>																		
<b>2.2 Product: Volume on others markets</b>																		
<b>2.3 Brand: Trademark volume</b>																		
<b>2.4 Supplier: Supplier volume in Québec</b>																		
<b>2.5 Creation of notoriety - TV, radio, posters, media, press, Internet</b>																		
<b>Sub-total Section 2</b>																		
<b>3.0 Environment</b>																		
<b>Pre-selection total (sections 1 to 3)</b>																		
<b>4.1 Quality</b>																		
<b>4.2 Quality/price ratio</b>																		
<b>4.3 Visual</b>																		
<b>4.4 General appreciation</b>																		
<b>Sub-total Section 4</b>																		
<b>Grand total Final selection</b>																		