



# Information bulletin

## Category

To all agents and suppliers

### Ready-to-drink process: Selection and introduction

Following several requests for clarification concerning the category of ready-to-drink, here how this category will work:

September 2010	Publication of the call for tenders for seasonal ready-to-drink (specialty)	Introduction in outlets for the summer campaign of the following year
End of P06 2011-2012	Analysis and decision by the Division of Merchandising concerning seasonal ready-to-drink for the summer campaign 2011-2012	Decision 1 : Seasonal products will not be renewed for the next campaign and a note will be sent to the supplier
		Decision 2 : (A) Suppliers will be advised to submit their product during the call for tenders of regular products published in November  (B) These products will be renewed during the call for tenders period until the final selection (transition period : November to April)
Analysis period February 2012-2013	Publication of the final selection for the call for tenders of regular products	Selected products will follow the same introduction rules than the regular new products
		Products that have not being selected will be withdrawn from the product catalogue of the SAQ

**Note:** A ready-to-drink can be submitted during one of the three pre-established annual calls for tenders for regular products.

For more information, please contact our  
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