



Information Bulletin

Acquisition and Merchandising of specialty products

To all agents and suppliers

Restructuring of Operations

The SAQ has revised its acquisition and merchandising functions for **specialty** products, with a view to becoming more flexible and maintaining its position of leadership in the selection and sale of wines and spirits. These changes are necessary in light of the growth in specialty products and the specific position that they occupy in terms of the SAQ's business strategies.

Therefore, in order to implement better acquisition strategies and to improve the experience for our customers, we have established two management hubs, which will work together closely:

- One direction will be responsible for the selection and acquisition of all specialty products, including those for Signature and *Courrier vinicole*. This unit will also be responsible for relations with suppliers and agents;
- One direction will develop merchandising strategies aimed at solidifying ties with our clientele.

This new synergy in the management of specialty products is reflected in the following changes:

- Activities related to the selection and acquisition of specialty products, including those for Signature and *Courrier vinicole*, will be the responsibility of Jean-François Thériault, Director of Supply Chain Optimization;
- Gilles Goulet has been appointed as Director of Selection and Acquisition of specialty products. He will rely on the expertise of Albane Cannaferina and Alain Smith, both of whom are experienced Analysts who will be added to the current team. This team will be responsible for all contact with suppliers;
- Esther Degorce-Dumas, our Agent based in Bordeaux, who reports to Alain Brunet, Vice-President and Chief Operating Officer, will receive mandates from and work jointly with Gilles Goulet's group;
- The position of Director, Research and Development for Rare and Prestigious Products, which was held by Denis Marsan until his recent retirement, has been abolished. Mr. Marsan's new role as a Consultant will be outlined in September;
- The merchandising strategies for specialty products and Signature and *Courrier vinicole* products, along with strategies for improving the client experience for all of our clientele, will be the responsibility of Daniel Simard, Vice-President of Procurement and Merchandising.

Please note that the implementation of this structure and the recent arrival of Esther Degorce-Dumas do not mean that the SAQ has amended its rules for the presentation of new specialty products, which must still be placed using the Web catalogue or by contacting the individuals who are responsible for the selection of specialty products at the SAQ's Head Office.



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Gilles Goulet's team is the point of contact for specialty products. Members of his team include:

- Albane Cannaferina
- Sébastien Leblanc
- Alain Smith

This structure has taken effect on June 2, 2010. **Teams that are dedicated to the management of regular products are not affected by this restructuring.**

I would like to thank Denis Marsan for his many years of service with the SAQ, and for his efforts to help the SAQ to become a world reference in terms of the acquisition and supply of high-end products.

Enclosed please find the [Organization chart](#) that depicts the changes.

I am counting on everyone to support the teams in their new roles.

Alain Brunet
Vice-President and Chief Operating Officer

For more information, please contact our
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