



# Information Bulletin

## Seasonal campaign 2012

To all agents and suppliers

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### Orientations and application terms

The SAQ will publish two calls for tenders for the selection of products for the seasonal campaign 2012. Here are the orientations and application terms of this campaign.

#### Seasonal products 2012<sup>1</sup>

- The SAQ intends to offer approximately 20 products for its clients. Of this number, about:
  - 9 products will be selected from the current call for tenders (including 2 from Québec)
    - See the note at the end of this bulletin – *How to submit an offer for a moscato*
  - 7 products will come from renewals of products commercialised in the summer 2011 campaign
  - 6 products will be selected by the SAQ within the framework of the normal process of selection of specialty products
- A promotional budget is required to cover displays and promotion fees of **6.25% off the supplier price** and must be registered in the section “Budget and others” of the submission form. If the product is selected, this budget will be invoiced directly to the supplier according to the number of cases bought by the SAQ.
- If the SAQ determines that certain products have inventory surplus during the campaign and that our sales previsions indicate that the stock will not be sold by August 25<sup>th</sup> 2012, the supplier agrees to put forward an action plan to accelerate the liquidation of all stocks. This plan must be effective in the outlets at the latest on August 1<sup>st</sup> 2012.
  - For all products selected for this campaign : Please submit at the final selection an action plan which includes a budget at [sara@saq.qc.ca](mailto:sara@saq.qc.ca)
- Only one order will be issued at the beginning of January 2012. The suppliers will have up to 30 days to be prepared to ship the order after the release of the purchase order.

#### Ready-to-drink summer 2012 campaign<sup>2</sup>

- The SAQ intends to offer approximately 10 products to its clients. Of this number, about:
  - 7 products will be chosen from the current call for tenders
  - 3 products will be selected by the SAQ within the framework of the normal process of selection of specialty products
- A promotional budget is required to cover displays and promotion fees of **6.25% off the supplier price** and must be registered in the section “Budget and others” of the submission form. If the product is selected, this budget will be invoiced directly to the supplier according to the number of cases bought by the SAQ on the purchase order issued in January 2012.
- If the SAQ believes it is relevant, one or more products of this campaign would be transferred to the regular product catalogue at the end of the campaign.

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<sup>1</sup> Seasonal products include still rosés, sparkling wines rosés, and moscatos

<sup>2</sup> Ready-to-drink which consist more particularly of coolers, sangrias, flavoured wines and sparkling wines and premixed cocktails

- **For products that will not be transferred to the regular products catalogue after the summer 2012 campaign** - If the SAQ determines that certain products have inventory surplus during the campaign and that our sales previsions indicate that the stock will not be sold by August 25<sup>th</sup> 2012, the supplier agrees to put forward an action plan to accelerate the liquidation of all stocks. This plan must be effective in the outlets at the latest on August 1<sup>st</sup> 2012.
  - For all products selected for this campaign : Please submit at the final selection an action plan which includes a budget at [sara@saq.qc.ca](mailto:sara@saq.qc.ca)
- For the selected products, the orders will be issued at the beginning of January 2012. The suppliers will have up to 30 days to be prepared to ship the order after the release of the purchase order.

#### **How to submit an offer for a moscato**

In order to facilitate your offer submission for moscato, please complete under the section "Product Information", the following options:

- Product name: Apertif beverage
- Family: Aperitif
- Product type: Wine-based aperitif
- Quality: Not applicable
- Varietal: Muscat

For more information, please contact  
the **S**ervice d'**A**ssistance aux **R**elations d'**A**ffaires (SARA),  
our business relations assistance service,  
at [sara@saq.qc.ca](mailto:sara@saq.qc.ca), or 514 254-2711.