



Information Bulletin

To all agents, suppliers and commercial delegations

MODIFICATIONS TO THE SCHEDULE FOR NEW SPECIALTY PRODUCT PROPOSAL ANALYSIS

Montréal, October 30, 2006 - The Société des alcools du Québec would like to inform you that its Schedule for analyzing new specialty product proposals has been modified. The aim of these changes is to allow us to more effectively match the introduction of new products in the categories that remain on the schedule with the upcoming themes of the SAQ's various promotional tools.

All of the deadlines for receiving proposals have been extended by several weeks, the sequence of categories has been adjusted slightly, and some categories have been added.

For detailed information concerning these changes, please consult the new *Schedule for New Product Proposal Analysis* now available online at www.saq-b2b.com, on the Policy and Standards page, under the heading New Product, Specialty Product - additional information. The schedule contains the new upcoming deadlines for receiving offers for all categories of specialty products. Please note that the next schedule for 2007/2008 will be available online in February 2007.

In addition, please note that a new version of the *Alcoholic Product Submission Form* will be available online in late November. Starting with the Australia category, in December 2006, and for the categories to come, **all specialty product proposals must be submitted using the revised form, or they will not be considered.** The form will be published at www.saq-b2b.com, on the Policy and Standards page, under the heading New Product.

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