



Information Bulletin

Withdrawal of regular products

To all agents and suppliers

Upcoming periods

In June, we have published on line the category plans for wines and spirits under the tab Policy and Standards of SAQ-B2B.

In addition, INFOCOM subscribers have received by email a supplementary report according to their membership with additional information for regular products regarding taste tags, nature of the product, price range, etc. These information will allow you to know your positioning within the category plans and to prepare you for the next withdrawal period.

This period will be effective in the planograms of **P13 2011-2012** (sales from P11 2010-2011 to P10 2011-2012). Here are the [targeted categories](#) for this withdrawal exercise in order to introduce new regular products.

As mentioned under the section 6.3 of the Purchasing and Merchandising Policy we would like to remind you that the worst-performing regular product(s) in a category or category segment, as the case may be, may be dropped from the catalogue. If you believe that one of your products holds this position within the categories targeted, do not hesitate to contact by email the Category Manager which contact information is available in the hyperlinked document above.

The other withdrawal periods of regular products are planned for:

- **Planograms P04 2012-2013** : sales from P01 2011-2012 to P13 2011-2012
- **Planograms P08 2012-2013** : sales from P04 2011-2012 to P03 2012-2013

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, or 514 254-2711.

¹ Please take note that an update of this document will be sent at the beginning of November.