



To all agents and suppliers

Posting of Products on SAQ.COM

Here is all the information regarding the posting of your products on SAQ.COM.

Product description

If changes need to be made to the description of one of your products, please email a message to sara@saq.qc.ca mentioning the product code and name. Our teams will check to see whether the changes can be made, in accordance with the internal standards established by our product specialists.

Vintage

- For regular products, the vintage is usually not mentioned.
- For batch order specialty products, the displayed vintage is the last vintage confirmed by the Quality Control Department upon receipt of the order.
- For continuous replenishment specialty products, the vintage is not updated with every order.

In addition, as stated on SAQ.COM, for vintage products, the vintage in stock may differ from the one displayed on the website.

Product posting turnaround times

With the exception of products for specific events, the turnaround times for posting products following publication of the circular letter are as follows:

Example: circular letter A11417

| January 24 | January 26* | February 1 | February 8 |
|--|--|--|---|
| Publication of the circular letter by the Business Relations Assistance Service - Service d'assistance aux relations d'affaires (SARA) | Posting of the product pages on the SAQ.COM website, including Cellier, for the new products | Posting of the Add to Cart button on SAQ.COM, including New Arrivals | Posting of the Check Quantities in Outlets button on SAQ.COM; removal of the New Arrivals designation |

*for renewals, the product sheet is available for consultation only.

Availability in outlets




If the product is for a specific event (e.g. website banner), the links will appear online only when the event goes live. For new products, the rule is that at least one store must have received the product.


If the product is for a specific event (e.g. website banner) **and** pre-sale online, it will be posted one week before the event. The Check Quantities in Outlets link will be available only when the event goes live.


If a product is not displayed, it may no longer be available. To check if this is the case, tick the Include the Products That Are Not Available box. The product should then be displayed.


AVAILABILITY -

Include the products that are not available

1  **ADD TO CART**

Delivery Options | [Details](#) 

 **FREE** in-store delivery with a purchase of \$75 or more.

 Home delivery for \$12 per order.

Online sales

For all products sold online to customers, the SAQ.COM store must have the product in stock, as determined by its storage capacity. Please note that the available quantity online shown on SAQ.COM does is not the same as the quantity available at the Montreal distribution centre (CDM).

The products that may be displayed on SAQ.COM are selected as follows:

- All regular, package and circular products
- All Cellier New Arrivals products
- Most products listed in circular letter A with the below exceptions
- Some of the products listed in circular letter B
- All Signature products with the below exceptions
- All seasonal campaign products with the below exceptions

The products not available on SAQ.COM include (not an exhaustive list):

- Certain large format products (larger than 4 litres)
- 250 ml and 1.75 litre formats of regular catalogue spirits
- All coolers and beers, for operational reasons
- Miniatures (50 ml format)
- Certain gift packages or bonuses with a high risk of breakage (e.g. fine stemware)

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.