



To all agents and suppliers

The ABCs of circular letter products

We have recently received a number of questions about the products announced in the circular letters. The letters are used to inform stores and agents of new products and arrivals that have become available.

Here are some important points about the process, which will help you better understand how it works:

- For a product to be announced in a circular letter, the order must have been received and the product deemed compliant by our Quality Control Department.
- The products to be announced are selected each week for inclusion in the following week's letter. Our weekly selection is based on several criteria. This is why we are unable to disclose the products in advance.
- Once a store has submitted its order, the ordered products will appear on the shelves approximately two weeks after publication of the letter concerned for stores served by the Montreal distribution centre (CDM) and three weeks after publication for stores served by the Quebec City distribution centre (CDQ).
- If a product is automatically distributed and there are no cases left, it will not be listed in a circular letter.
- If, following an automatic distribution, there are cases left in the warehouse, the product will be listed in a circular letter. The number of cases listed in the letter will represent what remains in the warehouse.

For more information, please contact
the Service d'Assistance aux Relations d'Affaires (SARA),
our business relations assistance service,
at sara@saq.qc.ca or 514 254-2711.