



To all agents and suppliers

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## How to Become an Agent

The first thing you should understand is that, in Quebec, the SAQ is a business corporation created under the *Act respecting the Société des alcools du Québec* (R.S.Q., c. S-13) to trade in beverage alcohol in the province of Quebec. The SAQ has all the powers necessary to fulfill its commercial mandate, namely to select, purchase, import, store, distribute and sell beverage alcohol products.

### Becoming an agent

As the SAQ deals directly with its suppliers and does not acknowledge any intermediaries in its business dealings, your role would be to act as an agent. For the SAQ, an agent is a person or company duly authorized by a supplier to represent it in the Quebec market and responsible for, among other things, performing activities of a promotional nature relating to the supplier's products.

To authorize an agent, the supplier must fill out the [Notice of Appointment and Limited Revocable Power of Attorney for Suppliers of Alcoholic Beverages](#) form and email to us at [fournisseur.amm@saq.qc.ca](mailto:fournisseur.amm@saq.qc.ca). To determine the agent's role, suppliers can refer to the document titled [Instructions for the Notice of Appointment and Limited Revocable Power of Attorney](#).

If a supplier changes agents, the supplier must immediately notify us of the change by filling out a new form and emailing it to us at [fournisseur.amm@saq.qc.ca](mailto:fournisseur.amm@saq.qc.ca).

The agency must have a business address in Quebec and be registered in the Quebec government's Registraire des entreprises individuelles, des sociétés et des personnes morales in the field of promoting the sale of beverage alcohol (code 9999 – Other services) with the specification *Agence de représentation de boissons alcooliques* ([www.registreentreprises.gouv.qc.ca/en](http://www.registreentreprises.gouv.qc.ca/en)).

### Basic principles

To avoid any misunderstandings about agents' role and powers with respect to the sale of products, the Société des alcools du Québec reminds you of the [principles regarding the sale of beverage alcohol and use of the sample stamp](#). These principles are embodied in Quebec law (including the Act respecting offences relating to alcoholic beverages, CQLR c 1-8.1) and codified by a detailed regulatory system controlled by parties other than the SAQ.

Setting aside exceptional cases, which involve the holders of grocery store permits and certain holders of artisanal or industrial production permits, the SAQ is the only entity allowed to sell bottled alcoholic beverages in Quebec. All sales of beverage alcohol products listed in the SAQ's catalogues or available through the private order process are therefore directly between the SAQ and the buyer. This means the SAQ receives the orders, bills the customers, receives payment of the retail price and delivers the products to customers.

## Private orders

For complete information about private orders, please refer to the related documents on the [www.saq-b2b.com](http://www.saq-b2b.com) online portal, under the Private Order tab. You may also contact the Private Order Department by phone at 514 254-6000, ext. 5903 or by email at ([infocommandes.privees@saq.qc.ca](mailto:infocommandes.privees@saq.qc.ca)).

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