



# Information Bulletin

To all agents and suppliers

---

## **Sandrine Bourlet Appointed Vice-President, Procurement and Merchandising**

Holding an MBA, [Sandrine Bourlet](#) has 20 years' experience in marketing and merchandising, including 15 at the SAQ, where she has assisted with several transformations, most notably the launch of the Inspire program and the introduction of taste tags.

As Director, Experiential Marketing, she successfully shared her strategic vision and oversaw the development of innovative initiatives in brand management, relationship marketing, event marketing and donations and sponsorships.

As Vice-President, Marketing and Merchandising, Ms. Bourlet will head the Category Management and Marketing, Donations and Sponsorship teams. With her extensive experience, rallying leadership style and thorough knowledge of the industry, she will surely make a remarkable contribution to achieving excellence in the customer experience.

For more information, please contact  
our Business Relations Assistance Service (SARA),  
through [Contact SARA](#) or at 514 254-2711.