



Information Bulletin

To all agents and suppliers

Nursery Program – October 2018 Revision

The nursery program is an approach implemented by the Société des alcools du Québec (SAQ) in collaboration with the industry in order to expedite the introduction of new, high-potential regular products (products with features that stand out in their category, a brand that appeals to new consumers, etc.).

Effective immediately, all new offers for this program should be submitted through the catalog of offers as spontaneous offers. The code **PP19** should be entered in the Others > Remark section of the Budget and Others page.

Others

Remark Write any remark specified in the call for tenders if needed or if requested by the SAQ.	<input type="text" value="PP19"/>
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4 characters (maximum 100)

Terms and conditions

- The agents eligible to submit nursery products are those with at least one active product in the continuous replenishment regular (RA) or specialty (SA) product catalogue at the time the offer is submitted.
- A fee will be charged for each offer.
- The offers will be analyzed according to the requirements detailed in the current Assortment Plans publish on SAQ-B2B.com.
- The following types of wine will be considered: white, red, sparkling, champagnes, dessert wines and ports. No rosé wines, spirits, coolers or beers are required.
- The [product sheet](#), which is in Excel format, must be completed and sent through the [Contact SARA](#) module by selecting **Product – Introduction / Withdrawal**.
- As offer analysis is done on a continuous basis, you should send in the product sheet as soon as possible after submitting the offer:
 - When saving the product sheet, please use the offer number – with no other text – as the submission form title (e.g. OS-XXXX)
 - The same offer number should also be used as the email’s text (e.g. OS-XXXX)
 - Any and all other versions of the product sheet will be refused (PDF, JPEG, etc.)
 - Only submitted offers for which we have received a properly completed product sheet will be analyzed.



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- As the calculator has not been updated with the price reductions introduced by the SAQ in 2017, you should deduct \$1.40 from the calculated suggested retail price of all regular products, for a 750 ml format. If your product is a different size than 750 ml, you must adjust the amount to be deducted in proportion to the size of your bottle.
- The selected products will be offered for sale in up to 40 SAQ stores.
- The products' performance will be evaluated after four planned release periods based on consumer sales in the designated nursery program stores. Products that reach the required performance threshold in the stores identified by the SAQ will be selected and will subsequently be distributed in more than 100 stores.



The selected products will be released under the PromoPunch **Shelf Extender** program. However, it will not be possible to add promotional material or to offer points. A [Nouveauté \(new product\) sign](#) will highlight the product.

The promotion must be purchased for a **six-month (6-month) period** on the PromoPunch website.

This will cover the four (4) evaluation periods and two (2) additional periods, which will provide time for including in the planograms the products that have reached the required performance threshold in their category and for selling any remaining inventories of the underperforming products. In this latter case, section 6.4 of the Purchasing and Merchandising

Policy will apply: for any unsold inventory, a penalty of twenty-five percent (25%) of the purchase price will be billed to the supplier.

It will not be possible to purchase any other type of promotion. However, **private agreement** promotions may be made with the stores in which the products will be sold.

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