



Information Bulletin

To all agents and suppliers

Labelling Change Procedure

Any change affecting the labelling of a currently ordered regular or specialty (continuous supply or batch order) product* must first be submitted to the SAQ for approval.

The supplier or agent must send us a request for analysis of the new labelling whenever the mandatory designations, graphics, text or other elements have changed. Examples of change**: brand name, visual, back label text, etc.

The complete labelling consists of the following:

- main label
- back label
- neck label
- any other permanent item affixed to the bottle (packaging)

The **new complete labelling** for the product must be sent to us through [Contact SARA](#) with Modification and Labelling/Seal/Medal as the subject, even if only one labelling element has changed. To expedite processing, please send a separate request for each product.

Your email message should include:

- the product code
- the product name
- the complete labelling
 - all elements in a single file on one page
 - JPEG or PDF file format
 - For certified organic products, a JPEG or PDF copy of the certificate is required.

Once the new labelling has been approved, the SAQ will take a photo of the product the following year when Quality Control analyzes the product. Note that products are analyzed once a year according to the schedule set by Quality Control.

We remind you that if your product has been selected for a circular promotion, promotional activity, insert or magazine package, you are responsible for [sending us the product photo](#) once the labelling has been accepted by the SAQ.



Information Bulletin

To all agents and suppliers

*For batch order specialty products not currently ordered, the supplier or agent is responsible for updating the renewal offer in the B2B catalog of offers and for checking Yes in the Other Informations section of the form.

**The following are not considered a labelling change: change of vintage, addition of a sticker referring to a score awarded in a competition or by a magazine or to the agency representing the product.

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