



Information Bulletin

To all agents and suppliers

Procedure for Taking Photos of Your Products

Please note that effective June 7, 2018, the SAQ will take the photographs of **all new products (AO and OS)** when the orders arrive at our warehouses. The photos will subsequently be used on our online platforms. To reflect this change, we have updated the [fees for product offers](#).

Photos for print circular promotions, promotional activities, inserts and magazine packages

Once you receive your preliminary confirmation, you should check that the visual for your product on SAQ.com is indeed the visual for the product that will be sold in the retail network during the promotion (circular, promotional activities, insert, magazine packages, point-of-sale advertising). We remind you that your product's placement within the promotion is not specified in the preliminary confirmation and that the only products for which visibility is guaranteed are the *vedettes*, *majeurs*, *spiritueux plus* and a few *standards plus*, as determined by the SAQ.

We need to have the right visual of the bottle **at least 11 weeks before the promotion start date or the circular publication date** (see the schedule on the PromoPunch site for the dates). To ensure this is the case, you should send us a photo of your product that complies with the [technical specifications](#) through [Contact SARA](#). Select SAQ.com and Visual as the subject and, in the text of the message, specify that the photo is for a promotion.

Photo for online publication

If one of your products is already sold in the retail network and there is no photo for it or the visual has changed from the one shown on SAQ.com, the SAQ will take a photo of the product during the coming year when the product is analyzed by Quality Control. Note that products are analyzed once a year according to the schedule set by Quality Control.

Please note that, in the future, **you may no longer send us photos for online publication**.

Labelling Change

If a labelling change is required, please follow the [procedure](#) for the purpose.

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