



Information Bulletin

To all agents and suppliers

Reminder – Distribution of Nursery Program Products

In response to several requests, we want to remind you about the distribution procedure for products selected as part of the nursery program.



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.

The selected products will be offered for sale in up to 40 SAQ stores. The list of stores will be available in your PromoPunch agent's report as of P04-2018.

After four planned release periods, the products' performance will be evaluated 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.

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 the 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.

Only tastings can be purchased by **private agreement** with the stores in which the products are sold.

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