



Service d'assistance aux relations d'affaire – SARA

Revised service offer of the Service d'Assistance aux Relations d'Affaires (SARA)

To provide you with better service at the right level, the service offer of SARA, the SAQ's business relations assistance service, has been revised. Effective immediately, you should contact SARA only regarding questions related to the Category Management Department and specifically about the following subjects:

- Product administration and promotional programs (PromoPunch)
- Planograms
- Selection and procurement of specialty products
- Quality management and laboratory
- Support for the SAQ-B2B site (access issues, site navigation, etc.).

The agents who work at SARA do all the follow-up necessary to deal with your query before getting back to you with the reply. That is why you should not send your question to other SAQ employees.

We remind you that answers to many questions can be found in one or another of the documents posted on SAQ-B2B, PromoPunch or InfoCom. Before contacting SARA, please take the time to look through these websites.

SARA does not answer queries from consumers, managers or store employees. It is exclusively dedicated to queries from agents and suppliers of beverage alcohol. Nor is SARA a training centre for your new employees; you alone are responsible for their training.

To facilitate this transition and provide you with all the support you require, we will be publishing various procedures on SAQ-B2B in the coming weeks. Please feel free to refer to them at any time.

Here is SARA's contact information:

514 254-2711

Through [Contact SARA](#)

Monday to Thursday: 8:30 a.m. to noon and 1 p.m. to 4:30 p.m.

Friday: 8:30 a.m. to noon