



## **Opening of the new SAQ Sélection Rue de la Montagne store**

The new SAQ Sélection Rue de la Montagne store (1450 Rue de la Montagne, corner of De Maisonneuve) will open its doors to the general public on Wednesday, October 31, at 2 p.m., with the official opening slated for November 8. On entering the store, customers will discover a brand new shopping experience:

- LEED-certified, new concept store;
- A backlit tasting table, the centrepiece of the store;
- Updated product displays (no cases on the floor except during the holidays);
- Grouping together of all wines (regular and Cellier products);
- Offer of Signature products.

In a phrase, the store will be the SAQ's flagship, a store that delivers a personalized shopping experience based on advice and tasting while also offering an unmatched range of products. The store will be the standard bearer of the SAQ brand: The Spirit of Sharing. It will also be the store where customers can have the best Inspire experience, with four interactive terminals.

Come visit the new store soon. The staff will be pleased to welcome you.

See below for a few photos of the store.

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



# Information Bulletin

To all agents and suppliers





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