



## **SAMPLE POLICY SOCIÉTÉ DES ALCOOLS DU QUÉBEC**

### **1. PURPOSE**

The Société des alcools du Québec (hereinafter the “SAQ”) offers its business partners the possibility of purchasing alcoholic beverages at a discount for use as promotional samples in accordance with the terms and conditions set forth in this Policy. This benefit takes the form of an allowance that is paid by the SAQ and based on the price of the samples purchased by the partner.

### **2. SCOPE**

This Policy applies only to agents who carry out, in Quebec, activities of a promotional nature for suppliers of alcoholic beverages sold by the SAQ and to the suppliers of such products who do not retain the services of agents to promote the sale of their products. Only members of these two groups are eligible for the allowance.

The agents and suppliers covered by this Policy are hereinafter referred to as the “Agents.”

### **3. CALCULATION OF THE ALLOWANCE**

The amount of the allowance corresponds to 45% of an “eligible amount,” which is the lesser of:

- i)* 0.10% of gross cumulative sales made in the SAQ outlet network plus 0.35% of the gross cumulative sales made in the private-order network during a fiscal year of the SAQ;

or

- ii)* The value of the cumulative purchases of samples made by the agent during a fiscal year of the SAQ at the regular price (excluding discounts).

Only products represented by the agent may enter into the calculation of the agent’s

eligible amount.

The following are excluded from the calculation: “gross sales,” sales to authorized distributors and sales in the SAQ’s “Vrac” outlets.

Except for certain products listed online at [Partner Hub](#) on [SAQ.COM](#) , all alcoholic beverages may be purchased as samples.

#### **4. CLIENT ACCOUNT**

To take advantage of the allowance, agents must purchase their samples through their customer account created for the purpose.

#### **5. OFFSET**

The SAQ reserves the right to apply the amount of an allowance due to an agent to any amount that the agent owes the SAQ.

#### **6. UNDISTRIBUTED ALLOWANCES**

Unused eligible amounts may not be transferred from one fiscal year to another.

At the end of the fiscal year, the SAQ will determine the amount of undistributed allowances. These allowances will be distributed among the agents proportionally to each agent’s overage.

For the purposes of calculating the amount due to each agent entitled to a redistribution at fiscal year-end, the amount of the purchases made by the agent that will be considered may not exceed 10% of the total sales of the agent’s products. Separate calculations are done for products sold in outlets and for private order products.

#### **7. STAMPS**

A stamp is a prenumbered sticker that is supplied and affixed by the SAQ and that bears the wording “*échantillon commercial – revente interdite*” (commercial sample – resale forbidden). Only stamped products may be brought into a permit holder’s premises.

It is up to the agent to ask for a stamp to be placed on any samples that he or she purchases.

If the agent wants the sample to be stamped, he or she must buy the sample at the

*Centre spécialisé de Montréal* (CSM) or in any designated SAQ outlet that carries the product. The list of designated outlets is available online at [Partner Hub](#) on [SAQ.COM](#)

All private-order products will be stamped and prepared at the *Centre spécialisé de Montréal*.

Agents can buy unstamped samples in any SAQ outlet that carries the product.

#### **8. RESALE FORBIDDEN**

Commercial samples may not be resold. They must be used for commercial promotional purposes only.

#### **9. REVISION OF ALLOWANCE CALCULATION FACTORS**

Subject to the Policy's remaining in effect, the factors used to calculate the allowance may be revised annually on the first day of the SAQ's new fiscal year. In such cases, the agents will be informed of the revision at least three (3) months in advance.

#### **10. AMENDMENT AND REPEAL**

This Policy may be repealed or amended at any time by the SAQ's Board of Directors.