

## SAQ PROMO(CN17)

Canada- Québec  
September, 2017



**REGISTRATION DEADLINE: March, 24<sup>th</sup> 2017**

### General Information

Following the good results of previous SAQ promotions, ViniPortugal alongside Société des Alcools du Québec (SAQ) will organize a Promotion for Portuguese Wines in the Liquor Board stores. The purposes of this promotion are to boost sales and promote the trial of Portuguese wines, fostering the increase the base of consumers and the awareness of the Portugal category.

**We are counting with your presence!**

### Promo Mechanic

- **Promotion date:** September, 2017
- **Promo Mechanic:**
  - Visibility and tasting in 315 SAQ stores (total store network):
    - 1 Tasting per store with 2 wines each, with the duration of 4 hours (dates in September to be confirmed);
    - Each wine will be present in 52 tastings
    - The tastings at 90 SAQ Selection stores will be paired with local food.
  - Visibility in the in September, 7<sup>th</sup> 2017 issue of SAQ new Magazine “LE GOÛT DE PARTAGER” (4 editions/ year), which replaces the magazines “Tchin-Tchin” e “Cellier”, with a circulation of 200.000 units per edition, in one of following format:
    - Presentation of the wine in an article prepared by the editorial SAQ team (5 wines in total), where the producer can offer a point bonus under the Inspire program to discount in SAQ stores (cost of points supported by the Producer / Private Agent);

- Presentation of 1 wine in an editorial note of SAQ team in the section “Trend” or “Receive” according to SAQ selection (1 Wine);
- All wines not featured in one of the 2 above formats, will be presented in a Wines of Portugal double page advertising with the insertion of a photo and small text provided by the producer (6 wines in total);
- Digital Visibility
  - Content sharing about Portugal on SAQ’s Facebook page which has 420,000 fans;
  - Creation of one page dedicated to the 12 wines who participate in the promotion on SAQ.COM online sales platform;
  - Mention of Portugal as highlighted region in September 2017, in the newsletter sent to the 1.8M members of the SAQ INSPIRE program, with one link to the page with the wines participating in the SAQ.COM online sales platform;
  - Sharing magazine content in the site SAQ.COM, with digital edition available for download;
- **Wines covered in the promotion: 12 Wines – 6 Wines general listing and 6 specialty wines of continuity**, distributed in a minimum of 94 General listing stores or in all the SAQ Selection stores.

### Participation Conditions

- Registrations limited to wines listed in the SAQ stores, distributed either in a minimum of 94 general Listing stores or in all SAQ Selection stores;
- General listing wines and specialty wines; it will not be accepted references bought by lot or wines that have already been informed that will be unlisted;
- The following **minimum prices** are established as indicative:
  - **Equal or above 12 CAD for red wines;**
  - **Equal or above 11 CAD for White wines;**
- Registration only allows DOC or IGP wines or Vinho (without DO or IG) as long as the grape variety and vintage is mainly Portuguese;
- Subject to the “General Participation Conditions in ViniPortugal Events”, not sparing document reading;
- Program financed by the OCM program.

### Participation Costs

- **Cost per wine:** 2.100 € + VAT (23%)

\*For EAs that present **Port wines, Madeira Wines or Azores Wines** (wine that is not subject to promotional tax - D.L. n°94/2012 of 20 of April, regulated by ordinance n° 426/2012 of 28th of December) **increases 33% to the base cost of registration, in the proportion of the number of Port wines, Madeira Wines or Azores wines signed up for the event.** This means that, for each Port, Madeira or Azores wine registered, there’s an extra participation cost of **693€** to the registration base cost.

### Payment, Financial Conditions and Penalties

- **1st payment: 50%** payment with the registration until **March 24<sup>th</sup> 2017** (payment after deadline has a penalty of 25%);
- **2nd payment: the remaining 50%** must be paid until **July 31<sup>st</sup> 2017** (payment after deadline has a penalty of 25%);
- Payment must be done by bank transfer to IBAN: PT50.0033.0000.00017405837.22 or via check to the care of ViniPortugal.

The EA is considered registered in the event since the submission in the Viniportugal platform moment. However, the registration will be effective for space allocation, only after the 1<sup>st</sup> installment payment.

### Participation Steps

- **Step 1:** Registration on the online platform and sending of the payment proof until March 24<sup>th</sup> 2017 to saf@viniportugal.pt. In case of payment via check send to ViniPortugal to the care of “Serviços Administrativos e Financeiros”;
- **Step 2:** ViniPortugal will confirm participation in the event;
- **Step 3:** **Sending of the payments proof of the remaining costs until July 31<sup>st</sup> 2017** to [saf@viniportugal.pt](mailto:saf@viniportugal.pt). In case of payment via check send to ViniPortugal to the care of “Serviços Administrativos e Financeiros”.

## Space allocation criteria

The online registration is not guarantee of space/table allocation. In case of overbooking, and if the requirements are fulfilled and if there are not overdue debts and not paid, priority will be given to EA by the following order:

- 1 Wine per producer;
- Highest history of participations in ViniPortugal events in Canada in the previous civil year;
- Highest history of participations in ViniPortugal events all over the world in previous civil year.

Considering that the participation history is calculated based in weighted average (50% - 50%) between the number of participations and the total investment.

## Cancellation of Registration

The cancellation of the EA registration, on its own initiative, is possible during the registration period. This cancellation is entitled to refund the registration fee if ViniPortugal is able to cancel all the commitments already made with its suppliers in the context of that registration. Otherwise, the reservation cancellation is made without the right to refund the registration fee.

After the registration period, ViniPortugal reserves the right not to make any return of the registration fee. In cases where an invoice generated has not yet been settled, ViniPortugal reserves the right not to issue a credit note on an invoice generated, maintaining the amount owed.

## Clarifications

**Event: Filipa Anunciação** | [filipa.anunciacao@viniportugal.pt](mailto:filipa.anunciacao@viniportugal.pt) | +351 21 356 98 98

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