



SAQ TACTICAL PROMO

Canada - Quebec

1st Stage: January 2017

2nd Stage: April 2017 (final dates to be confirmed)



REGISTRATION DEADLINE: July 26th 2016

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 monopoly stores. The purposes are to boost sales and promote the trial of Portuguese wines, increasing the base of consumers and the awareness of the Portugal category.

Portugal has registered in 2015 an increase of 14% in value in the SAQ stores during the period of promotion.

We are counting with your presence !

Promo Mechanic

- Promotion Dates:
 - 1st Stage - January 2017 (4 weeks);
 - 2nd Stage - April 2017, dates to be confirmed (4 weeks);
- Promotion types:
 - Visibility and tasting in 90 SAQ stores in each stage:
 - 1 Tasting per store with 2 wines each, with the duration of 4 hours (dates to be confirmed);
 - 1 Display per store with 2 SKUS each during promotion period;

- Each reference will be present at 15 stores, with 15 tastings and 15 displays in each stage, with a total of 30 in store presences and 30 tastings.
- **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.
- **SAQ Inspire:** At the same time, the wine category will be promoted during the week of September 29th to October 5th 2016 in the Inspire SAQ's online platform, with a special incentive for buying Portuguese wines, contributing for the boost of sales. In this action, there will be an e-mail blast for 430.000 consumers that bought at least one bottle of Portuguese wine in the last 6 months, with an offer of points to redeem in a buy, on a minimum buy of 2 Portuguese wine bottles.

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; there won't be accepted references of buy per lot or wines that have already been informed that will be unlisted;
- For minimum prices is established the following::
 - Equal or above 12 Canadian dollars for red wines;
 - Equal or above 11 Canadian dollars 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;

Space allocation criteria

- 6 wines from General listing and 6 Wines from Selection of continuity.
- Considering a minimum of 5 represented regions.
- In case of over registration, the space is limited to:
 - Wines that respect the minimum reference price established above;
 - One wine per producer;
 - If there's still need for it, the allocation will be made taking into consideration the ranking of companies with the biggest number of participations in the ViniPortugal Canada events in 2015, followed by overall ViniPortugal events in 2015.

Participation Costs

- **Cost per wine:** 1.970 €+ 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 **650€** to the registration base cost.

Note: Program financed by OCM.

Payment, Financial Conditions and Penalties

- **1st payment: 50%** payment with the registration until July 26th 2016 (payment after deadline has a penalty of 25%)
- **2nd payment: the remaining 50%** must be paid until September 5th (payment after deadline has a penalty of 25%)

- Payment must be done by bank transfer to IBAN: PT50.0033.0000.45326908938.05 or via check to the care of ViniPortugal.

Registration is only considered valid after payment. EA that haven't paid for the 1st part of the cost aren't considered registered.

Participation Steps

- **Step 1:** Registration on the online platform and sending of the payment proof **until July 26th 2016** 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 payment proof of the remaining cost until September 5th, 2016** to saf@viniportugal.pt. In case of payment via check send to ViniPortugal to the care of "Serviços Administrativos e Financeiros";

Cancelling

ViniPortugal reserves the right to cancel the promotion if the promotion doesn't get the required registrations.

Clarifications

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