

VINCONSEIL

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Vin Conseil Agency



VINCONSEIL

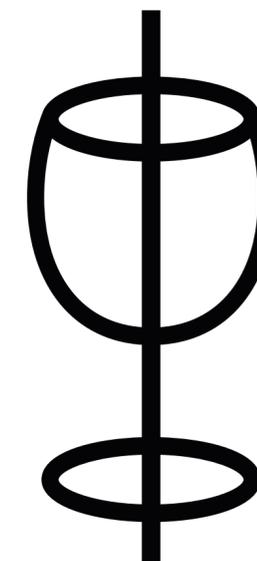
History

VINCONSEIL has been a wine agency in Quebec (Canada) for 41 years. Refinement, consistency and unparalleled value for money are the hallmarks of our brand which signs more than a hundred wine labels, all bottled on our property.

VINCONSEIL greatly values its reputation for high integrity. Thus, all its affiliated winemakers have been carefully selected and must adhere to high standards of production quality.

VINCONSEIL promotes sustainable development and the respect of the environment, and all of its wines must have earned awards and distinctions from the world's top winemakers.

Behind VINCONSEIL are new-generation partners who are committed to perpetuating the brand's original mission. It is therefore with much passion that they continue to promote great fine wines to local consumers via the SAQ and the private import.



VINCONSEIL

Our role as agents in Quebec

Our role is to guide you through the process of marketing your product portfolio through the *Société des Alcools du Québec* (SAQ) and private importing. SAQ products represent 85% of our agency's portfolio distribution while 15% are from private import.

- Selection of the best products in your portfolio to fill out offers
- Assistance to help you register your products on the SAQ website (B2B)
- Selection of the best development opportunities for your products (trade shows, sponsorships, events, meetings with SAQ managers)
- Information, data, and analysis of the Quebec market
- Strategic monitoring of the world wine market
-



- Over 40 years of expertise in the Quebec market
- Fostering strong, long term relationships by meticulously selecting our partners
- Availability and reliability
- Transparency and loyalty
- Optimizing and growing product market share through creative, strategic, and supportive service

How we stand out



VINCONSEIL

Our agreement

Base commission of 10% + 5% for promotions
(to be discussed for current products).

Please note that the commission is to be added to the price. For example, if it's a case net price is 42 euros, 15% of this amount will be calculated for the commission and promotions therefore, the final price will be 49.41 euros.

EX : 42 euros net price per cases 42 euros / 0.85
(15%) = 49,41.



SAQ

VINCONSEIL



Information

The *Société des alcools du Québec* (SAQ) is a government corporation whose mandate is to sell alcoholic beverages in Quebec. There are 400 SAQ selling points in the province of Quebec as well as a digital store for online purchasing.

Product categories

- Current: over 5,000 cases yearly
 - Speciality (continuous supply) : more than 1,500 cases per year
 - Speciality (per batch): 100 to 500 cases yearly.
- If the product is successful, it can be renewed year after year.

Types of store banners

- Classic: stores selling mostly current products
- Selection: stores selling current as well as specialty products, and offering “cellarman” guidance. 5 of these stores offer signature products.
- Express: stores which offer a smaller selection of current products
- Depot: discount stores for large quantities



Offer

To register a wine in the SAQ network, you must go through a tender system:

1 - Form to be completed at cost \$ 220 (CAD) /

Once it is paid, your offer will be valid for a period of one year.

When the offer is submitted it is possible to continually update it.

EX: new medal, new vintage or quantity.

2 - If the product stands out among analysts, the SAQ requests samples for a tasting.

3 - Tasting with SAQ analysts.

* An average of 150 wines will be tasted during this moment.

•
4 - If the product is selected during the tasting, we issue an order and we get a listing at the SAQ.

How to select the right product?

It is useless to make an offer for each of your products, you must be strategic in the choice. We recommend that you register 1 to 3 products to get started.

The selection of a product is based on 5 criteria:

- Quality-price ratio
- Medals and awards earned in international contests in the past three years (Decanter, Hachette, Concours de Paris, Parker, James Suckling, etc.)
- Volume of international sales
- Inclusion of highly requested wine certifications such as Terra Vitis, organic, biodynamic, no added sulfites and natural, etc.
- The notoriety of the domain/ vineyard

Competition

We invite you to visit our website, SAQ.com, to view the wines and prices of producers with products similar to yours. This will help you determine a fair and attractive price.

You can always count on our support during this process. Feel free to contact us by phone or email. We'll be happy to answer any questions you may have.

How to register to the SAQ's B2B platform



Register SAQ BtoB

Follow this link: <https://www.saq-b2b.com/cgi/en/subscribe.prep>

Fill out the form to create an account.

Click on the “English” button on the right side at the top of the page.

Click “subscribe” on the upper right side and fill out the form that appears.

Once this is done, return to the “policy and standards” section.

Read the instructions in the “power of attorney” section and fill out the related form.



Click on subscribe

Company Information

Company Name*	<input type="text"/>
Address*	<input type="text"/>
City*	<input type="text"/>
Country*	<input type="text" value="USA"/>
State/Province	<input type="text" value="Alabama"/> Required if you are located in the U.S.A., Canada or the U.K.
Zip /Postal Code	<input type="text"/> Required if you are located in the U.S.A., Canada or the U.K.
Phone*	1 <input type="text"/> Ext. <input type="text"/>
Main Business Activity*	<input type="text"/>

Contact Information

Salutation	<input type="text"/>
Last Name*	<input type="text"/>
First Name*	<input type="text"/>
Job Title	<input type="text"/>
Email*	<input type="text"/>

Access Information

Username*	<input type="text"/>
Password	<input type="text"/>
Challenge Question*	<input type="text"/>
Challenge Answer	<input type="text"/>

I agree to the [terms and conditions](#) stated herein, I am an authorized representative of the above-named company.

Click the button only once.
It may take a few seconds to process.

[Register Now!](#)

How to create an offer



VINCONSEIL

Create an offer

Reminder: an amount of 220\$ CAD is requested along with the form.
Once it is paid, your offer will be valid for a period of one year.

The screenshot shows the SAO B2B website interface. At the top, there is a navigation bar with the SAO B2B logo and a 'Log out' button. Below the logo, a horizontal menu contains several items: 'Orders', 'My Products', 'Marketing Information', 'Call for Tenders', 'Transmission of Info. to Agents', and 'Administration'. The 'Orders' item is circled in blue. Below the navigation bar, there is a section for 'Orders' with links for 'Reassign Documents' and 'PO Report'. A 'Filter' section is visible, containing fields for 'Doc No' (OS-723734), 'Type' (Request for Information), 'Status' (Accepted), 'Company', 'Employee' (Zarategui, Virginia), and 'From' to 'To' date range. Below the filter, there are tabs for 'Drafts', 'Inbox', 'Outbox', 'In Process', 'Closed Transactions', and 'Archives'. The 'Inbox' tab is selected. Below the tabs, it says '***** Filter Active *****' and 'No documents.'

Select "My product"

The screenshot shows the SAO B2B website interface. At the top, there is a navigation bar with the SAO B2B logo and a 'Log out' button. Below the logo, a horizontal menu contains several items: 'Orders', 'My Products', 'Marketing Information', 'Call for Tenders', 'Transmission of Info. to Agents', and 'Administration'. The 'My Products' item is highlighted in yellow. Below the navigation bar, there is a section for 'My products' with a 'Product Sheets' button. Below the 'Product Sheets' button, there is a text box that says 'From the « Product Sheets section », you can view and modify the information related to your products.' Below the text box, there is a 'View my Product Sheets' button. Below the 'View my Product Sheets' button, there is a 'Catalog of offers' button. Below the 'Catalog of offers' button, there is a text box that says 'You can view and edit the data concerning your offers.' Below the text box, there is a 'View my catalog of SAQ offers' button, which is circled in blue.

Select "View SAQ offer catalog"

Create an offer

My offer catalog - Home

Offer Number	<input type="text"/>	Product Name	<input type="text"/>	Call for Tenders	<input type="text"/>
Offer Type	<input type="text"/>	SAQ Code	<input type="text"/>	Reception deadline	To <input type="text"/>
Status	<input type="text"/>	Action to accomplish	<input type="text"/>	End Date	To <input type="text"/>
Category	<input type="text"/>				
					<input type="button" value="Search"/> <input type="button" value="Clear"/>

[See the SAQ call for tenders and the search notifications](#)

[Create a spontaneous offer](#)

[Create an offer from an existing offer](#)

[Select columns](#)

Offer Number	Product	Offer Type	Status	Communication	Action to accomplish
-----	-----	-----	-----	-----	-----

Select "Create a spontaneous offer"

If this is the first product you are bidding for, you must also fill out a form.
If this isn't your first offer, you may select "Create an offer from an existing offer".
This will allow you to save your basic information.

Create an offer

Spontaneous offer

Contact Product and Offer Commercial Results Sustainable Development Budget and Others Declaration Payment

Offer number : Tarif : CAS 220.00
Product : 

* Required information if the field is editable

Supplier - Parent company

Communication * English French

Contact's Name *

Phone * Extension

Email *

Confirm your email *

Company name *

Address *

City

Country

Province/State

Zip/Postal Code

GST no.

QST no.

Supplier - Winery or shipping warehouse

Copy the parent company's information

Contact's Name *

Phone * Extension

Email *

Confirm your email *

Company name *

Address *

City *

Country *

Region *

Zip/Postal Code *

Agent

Communication * English French

Contact's Name *

Phone * Extension

Email *

Confirm your email

SAQ no.

Company name *

Address *

City *

Country *

Province/State

Zip/Postal Code

Save and add to my drafts Save and go to the next step

[Back to the catalogue SAQ](#)

Add Vin Conseil (Quebec) Ltee

Create an offer

Spontaneous offer



Offer number : OS-735719 Tarif : CAS 220.00
Product :

* Required information if the field is editable

Product details

Producer name * ?
Brand * ?
Cuvée name ?
Product name * N/A

Product nature * ▾
Family * ▾
Product type * ▾
Country of origin * ▾
Controlled designation * ▾
Region * ▾
Subregion 1 * ▾
Subregion 2 * ▾
Subregion 3 * ▾
Appellation * ▾
Lieux-dits, village, commune

Quality * ▾
Color * ▾
Residual sugar * ▾

Grape variety 1 ▾ %
Grape variety 2 ▾ %
Grape variety 3 ▾ %
Grape variety 4 ▾ %
Variety * ▾

Alcohol degree * %
Aroma, flavour ▾
Vintage
Age
Particularity ▾

If the option you are looking for does not appear, simply check the “does not apply” box.

If yours is an orange wine, please make sure to include this information later in the sale leaflet zone.

With SAQ you must reserve for 4 months the number of cases we offered on this vintage.

You must also clearly label organic, biodynamic and natural wines.

Create an offer

Container

Container size * ml

Is your product offered to the detail in multiple packing? Yes No

Number of units per case (UVC) *

Total volume of a sale unit per case N/A

Case's volume N/A

UPC/EAN-13 *

SCC/EAN-14 *

Cap type *

Container type *

Weight of empty container (g) *

Bottle format name N/A

We recommend a format of dozen bottle cases.

This code contains 13 digits.
This code contains 14 digits.
For more assistance, please refer to our 01_Guide_Code attached document.

Please note that, as of 2022, the SAQ will prioritize bottles weighing less than 420g.

Offer details

Distribution network *

Category * N/A

Merchandising category [Incoterm](#)

Supplier price (per case) *

[Suggested retail price](#) Not calculated

Specify the authorized reduction so that your product can be retained for the SAQ Dépôt banner % (15% minimum)

Make-ready time of the order (days) *

Available quantity (cases) *

Allocated quantity (cases)

End date of the allocation

Select "SAQ network"

We recommend you browse through other wines in your category in order to determine which price is most appropriate for your product. [Click here](#) to view the categories.

Non-applicable

Non-applicable

Do not fill in this case

How many 900 litre cases for our market? You must have this quantity available for sale in Quebec for a duration of 4 months. Bottles should be labeled with the vintage recommended above.

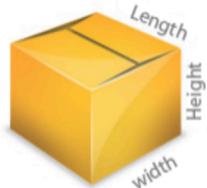
Shipping case

Length / depth of case (cm) *

Width of case (cm) *

Height of case (cm) *

Weight of case * gr kg



Save and add to my drafts

Save and go to the next step

Create an offer

Spontaneous offer

Contact Product and Offer Commercial Results Sustainable Development Budget and Others Declaration Payment

Offer number : OS-735719 Tarif : CA\$ 220.00
Product :

Sales in Quebec and World markets ?

Sales of the product
Has the **presented product** been sold during the past 12 months? Yes No

Sales, other products of the same brand
Have **other products** under the same brand been sold during the past 12 months? Yes No

	Sales Volume (standard cases of 9 L)	Number of products for the specified sales volume
Quebec		
SAQ Network		
Grocery network		
Private ordering		
Canada, including Quebec		
World		

Sales of all products from the supplier in Quebec
For **all the products** of the supplier, regardless of the brand, indicate the sales volume during the past 12 months? Yes No

References of the product ?

Publications
Name of the publication

Contest
Contest name

References of the producer ?

Publications
Name of the publication

Contest
Contest name

References of other products of the same brand ?

Publications
Name of the publication

Contest
Contest name

Other commercial elements

Sales leaflet
Write any information that could support the sale of your product to the Quebec consumers. This information could be communicated to our clients and should be free of any authors' rights.

0 characters (maximum 500)

Tasting notes (Organoleptic description)
Describe the visual, olfactive, gustative, and overall impression of the offered product while considering the aging, the vintage, and other elements that could influence its appreciation such as wine and food pairings. This information could be communicated to our clients and should be free of any authors' rights.

0 characters (maximum 250)

Save and add to my drafts Save and go to the next step

Please take your time to complete this section with care and precision. It should be noted that international sales can be a strong advantage in the selection process. ie: 1000 cases for 3 wines

Bare with us just a few more moments. This part is important!

We're almost done! Please complete these last steps carefully.

Please include the following elements to your application
All medals, prizes and honors your winery received for other products since 2017. A short and catchy presentation in which you may discuss your philosophy and history. How do you stand out from competitors? How do you achieve the quality of your products? Have you received any medals in other categories such as natural, organic, biodynamic and orange wine?

Create an offer

Spontaneous offer



Offer number : OS-735719 Tarif : CA\$ 220.00
Product : ▼

Certifications

Is your product produced from non-conventional agriculture (organic, biodynamic, integrated) certified by one or more of the following labels?

Yes No

▼

Indicate your certification or member number or indicate all other certifications received. You will have to provide, upon request, valid supporting documentation:

0 characters (maximum 255)

Is your product (excluding container and packaging) produced from sustainable production practices (including environment management and responsible social practices) certified by one or more of the following referential?

Yes No

▼

Indicate your reference number or indicate all other certification received. You will have to provide, upon request, valid supporting documentation:

0 characters (maximum 255)

Carefully read the drop-down list. If the certification isn't on the list, click on "other" and fill-out your certification manually.

[Save and add to my drafts](#) [Save and go to the next step](#)

[Back to the catalogue SAQ](#)

Create an offer



Offer number : OS-735719 Tarif : CA\$ 220.00
Product :

Promotional budget

Supplier/SAQ partnerships for corporate promotions (in CA\$):
per real cases

Merchandising activities in outlets (in CA\$):
per real cases

Total promotional budget

per real cases CA\$ 0.00

Promotional budget: If the SAQ agrees to market the proposed product, the supplier must commit, subject to what follows, to carry out all the investments specified herewith. The SAQ does not guarantee the accessibility of the product to its promotional programs. If the product cannot profit of the aforesaid programs, it is up to the supplier to undertake other promotional actions to achieve its sales target.

5% of FOB price per case

Payment terms

Payment terms must be authorised for a minimum period of a 2-years and must be applied on the amount due from the SAQ.
Minimal accepted terms: net 30 days

% of discount if net days

% of discount if net days

Others

Remark
Write any remark specified in the call for tenders if needed or if requested by the SAQ.

0 characters (maximum 100)

Save and add to my drafts

Save and go to the next step

Please let us know once you've completed this step by sending a message at carolemarois@vinconseil.com. We will review your offer and adjust it with you to make it the best it can be! Once your application is revised, you may proceed to payment.



Thank you

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