

How to Become an SAQ Product Supplier

The SAQ deals directly with suppliers and does not recognize intermediaries in its business dealings. The term “supplier” is defined as any party that supplies beverage alcohol products and alcohol-free products for sale at the SAQ. However, suppliers can retain the services of a third party, called an “agent,” to organize promotional activities for their products. For more information on this subject, please see [How to Register as an Agent with the SAQ](#).

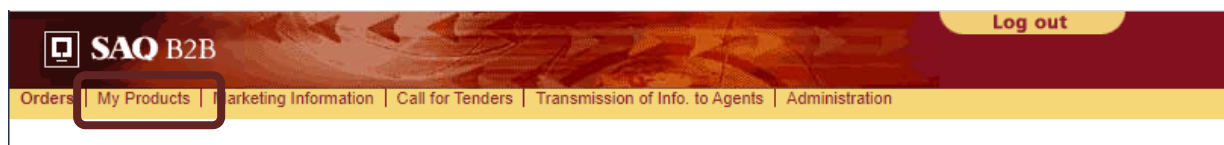
To become an SAQ supplier, you must have at least one product for sale in the SAQ retail network.

To get a product onto the SAQ’s shelves, the first thing you need to do is submit an offer in the **SAQ Catalog of Offers**. The catalogue is where you submit, view and update your offers. You can access the catalogue via the www.saq-b2b.com website.

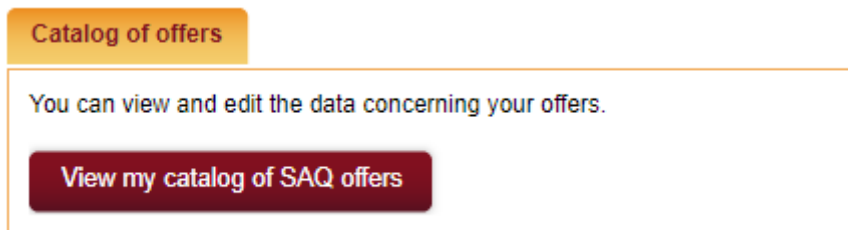
If you do not have access to the catalogue, please see the information bulletin titled [Creating and Resetting Accounts on SAQ-B2B](#).

Follow the steps below to gain access to your offers (drafts, submitted offers, offers being processed, etc.) for regular and specialty products.

1. Click the *My Products* tab.



2. Click the *View My catalog of SAQ offers* button in the *SAQ Catalog of offers* box.
- 3.



You have four options for offering a new product:

1. Call for tenders

Calls for tenders are issued to fill specific needs. They include specific criteria and are valid only for a specified period. Offers submitted in response to calls for tenders are analyzed only once.

Such product offers must be created using the [Add an Offer](#) link found at the end of the call-for-tenders document.

2. Invitation

The SAQ publicly invites offers for new products in two ways

- 3.1 By publishing specific needs. These invitations include specific criteria and are open for a specified period. Offers submitted in response to specific needs are spontaneous offers.
- 3.2 Alternatively, you can refer to the assortment plans for regular and specialty products. Offers submitted in response to assortment plans are spontaneous offers.

4. On your own initiative

Suppliers that have developed an exceptional product they feel should be carried at the SAQ can submit an offer on their own initiative. This type of offer is called a spontaneous offer.

To submit a spontaneous offer

1. Select the My Products tab.
2. Click the View My Catalog of SAQ Offers button in the SAQ Catalog of Offers box.
3. Click the Create a Spontaneous Offer link.

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
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4. Fill out all the required fields on the form.
5. Submit your product offer. Note that a fee is charged for each offer submitted.

Your offer will be saved for one year from the date on which the analysis fee is paid.

If your offer is refused, its status will be changed to Draft, allowing you to update it for another analysis.

Product selection

Submitted offers are analyzed on the basis of the information contained in the offer, of the needs in each category and of the selection criteria, all of which can be found on the www.saq-b2b.com website.

If your offer advances to the next stage, you will have to send us product samples for analysis. If the product receives a high enough score after tasting, it may be accepted for sale at the SAQ, in which case you will be asked for additional documentation, including the product packaging and a [form](#) that provides your complete contact information. If your offer is refused, its status in the SAQ Catalog of Offers will be changed to Draft so you can update it for future analysis (there will be another opportunity for analysis during the offer's period of validity).

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