



IT'S THE LAW

ALL THE TIME

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**THE SAQ ADMINISTRATION
SUPPORTS ITS EMPLOYEES
AND MANAGERS IN THEIR
IMPLEMENTATION OF OUR
ETHICAL SALES POLICY
AND IN THEIR DECISIONS
NOT SELL ALCOHOL TO
CERTAIN PEOPLE.**

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*Moderation is always
in good taste.*



OUR ETHICAL SALES POLICY

- We will not sell to minors.
- We will not sell to a person who is visibly intoxicated.
- We will not sell to a **person who is of age*** if they are buying alcohol for a minor or someone who is visibly intoxicated.

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WE TAKE OUR RESPONSIBILITY TO THE COMMUNITY SERIOUSLY

Our staff has the right and responsibility to verify the age, state, or intention of consumers, and the right to refuse to sell alcohol if they deem it necessary in order to abide by our ethical sales policy.

The decision taken must be respected.

Providing good service and conducting a responsible business means is important to us. For more information about our ethical sales policy or to share your comments, we invite you to contact customer service:

Telephone (toll free): 1 866 873 2020
Email: info@saq.com

*According to the Act respecting offences relating to alcoholic beverages, a person who is of age may not purchase alcohol on behalf of a minor. The law makes no distinction between adults and parents—and neither does our sales policy. This is why, in case of any doubt, we also refuse to sell to parents (or guardians) who want to purchase alcohol for their underage children.

18+

