
**NOTICE OF AUTHORIZATION OF A CLASS ACTION IN QUÉBEC AGAINST THE
SOCIÉTÉ DES ALCOOLS DU QUÉBEC**

C.S.M. n° 500-06-001248-232

Subject :

On June 23, 2025, the Superior Court of Quebec authorized a class action against the *Société des alcools du Québec* (hereinafter “SAQ”) and appointed the status of representative to **Ms. Stéphanie Zhen** and **Mr. Adaiah Charest** for the purposes of the class action.

The class action undertaken by Ms. Zhen and Mr. Charest was authorized on behalf of all persons whose situation matches that of the following class description:

Main group

All natural persons residing in Quebec who purchased an alcoholic beverage sold by the defendant.

Subgroup A

All natural persons who purchased, in Quebec, an alcoholic beverage sold by the defendant.

Through this class action lawsuit, the representatives accuse the SAQ of selling alcoholic beverages without warning consumers of the risks of developing cirrhosis or one of seven (7) types of cancer as a result of alcohol consumption. They are therefore seeking punitive damages. However, these allegations made by the representatives are disputed by the SAQ, and a trial will be held at a later date to allow the parties to make their representations.

The class action pertains to alcoholic beverages sold in SAQ stores, online (www.saq.com) and on the SAQ’s mobile app only and excludes those sold in SAQ Agency stores or in grocery stores.

The Next Step :

In order to determine if the class action is well founded, a trial will take place in the **district of Montréal**, during which the following questions will be dealt with:

1. Do the products sold by the defendant pose inherent risks or dangers to the health of members within the meaning of the Consumer Protection Act [hereinafter “**CPA**”]?
2. If so, did the defendant provide members with sufficient information about these risks or dangers or about how to protect themselves from them?
3. Did the defendant contravene section 53 of the CPA by selling products that pose inherent risks or dangers without providing sufficient information?
4. Did the defendant contravene section 219 of the Consumer Protection Act by making false or misleading representations to members?
5. Did the defendant contravene section 228 of the Consumer Protection Act by concealing important facts from members?
6. Did the defendant infringe upon the members' right to life, security, and inviolability?
7. Are the plaintiffs and members entitled to claim punitive damages, and if so, what is the amount of such damages?
8. Can the claims of the members of the Group be recovered collectively?

The Conclusions Sought :

In the event of a favorable judgment, the conclusions sought by the class action are as follows:

- a. **GRANT** the plaintiffs' action on behalf of all members of the Group;
- b. **CONDEMN** the defendant to pay each member of the Group an amount to be determined by the court as punitive damages, with interest at the legal rate plus the additional compensation provided for in article 1619 C.C.Q., calculated from the date of the judgment;
- c. **ALTERNATIVELY, ORDER** that the defendant be required to pay, as a remedial measure, the sums necessary to set up a fund for the implementation of measures to limit the consumption of alcoholic beverages and to promote medical research into alcohol-related diseases;
- d. **ORDER** that the aforementioned damages be subject to collective recovery;

- e. **CONDEMN** the defendant to any other appropriate remedy deemed fair and reasonable;
- f. **CONDEMN** the defendant to pay the legal costs, including the costs of experts and the publication of notices to members;
- g. **CONDEMN** the defendant to pay the costs and expenses related to the distribution of the sums to the members of the Group, as well as the legal costs, including the costs of experts and the publication of notices to members.

Your Rights

If you wish to remain a member of the class action, you have nothing to do. Indeed, all members whose situation matches that of the Class described above are automatically part of the class action and will be bound by any judgment or settlement to be reached in the class action.

As a Class Member, you can ask to intervene in support of the representative's claim, in which case you will need to demonstrate, to the court's satisfaction, that your intervention will be useful to advance the proceedings. In addition, **you will not have to pay any legal costs** nor appear in court in relation to this class action, unless you intervene in the class action. As for the legal fees, they will be based on a percentage of the compensation paid to the Class Members, but they will first have to be approved by the Superior Court and will only be paid if the action is successful.

If you do not wish to be bound by the outcome of the class action for any reason, you must opt out of the class action completing and notifying an opt-out notice form. The opt-out notice form can be found on the class' lawyers' website (<https://lambertavocats.ca/en/saq-class-action/>) and must be sent by **mail** to the court at the following address:

Greffé de la Cour supérieure du Québec

1, rue Notre-Dame Est
Montréal (Québec) H2Y 1B6

If you send such an opt-out form to the court, you must write the case number (500-06-001248-232) on the envelope.

If you choose to opt out of the class action, you will not be bound by any final judgment or settlement agreement relating to the class action.

Any opt out request must be received **no later than on June 23rd, 2026.**

For More Information:

If you have any questions regarding this class action, you can contact the class' lawyers at the following address:

Me Jimmy Ernst Jr Laguë-Lambert
Me Benjamin W. Polifort
Me Philippe Brault
Me Loran-Antuan King
LAMBERT AVOCATS
1200, avenue McGill College, bureau 1800
Montréal (Québec) H3B 4G7
Phone: 514-526-2378 / Fax : 514-878-2378
Email: litige@lambertavocats.ca

If you wish to be kept up to date of the progress of the case, you can subscribe to the class action's mailing list on the Lambert Avocats website at the following address:
<https://lambertavocats.ca/en/saq-class-action/>.

Warning! A subscription to the class action mailing list does not constitute a claim. The claims process will be detailed in a subsequent notice if the action is successful.

You can also consult the Registry of class actions where all procedures must be published:
<https://www.registredesactionscollectives.quebec/en/Consulter/RecherchePublique>.

**THE PUBLICATION OF THIS NOTICE HAS BEEN AUTHORIZED BY THE
SUPERIOR COURT OF QUÉBEC**