

In accordance with our new product call process, here are the sub-categories and product details we're requesting for our first product call of 2021. This notice is intended to help guide submissions and is informed by retailer feedback, customer insights and assortment gaps in the current OCS catalogue. Licensed producers are not limited to this list and may submit products in any cannabis or accessory category but will need to prove clear consumer demand (with consideration of retailer pre-sales). Submitting products that align with our request may increase your odds of being selected in this call.

**Deadline for all product submissions: February 5, 2021**

Selected products to launch to authorized retailers on OCS.ca: March 30

SUB CATEGORY	DETAILS	RETAIL PRICE RANGES
Dried Flower	<ul style="list-style-type: none"> <li>3.5g unit size</li> <li>Limited time supply to last 8 weeks of retail execution. Pre-determined exit plan to markdown / return to vendor at the end of 8 weeks Contemporary / unique genetics</li> <li>November 2020 or Newer Harvest Dates</li> <li>THC range 20%+</li> </ul>	AA MSRP: \$4 - \$8/g AAA MSRP: \$8 - 12/g AAAA MSRP: \$12/g +
Dried Flower	<ul style="list-style-type: none"> <li>Large format 14g and 28g unit size</li> <li>Brand positioning to compete with illegal market</li> <li>Strain specific and customer known strain</li> </ul>	AA MSRP: \$4 - 6/g AAA MSRP: \$6 - 10/g AAAA MSRP: \$10/g +
Pre-rolls	<ul style="list-style-type: none"> <li>Large format 7, 10 or 14 pre-rolls unit size</li> <li>Standard 0.35g or 0.5g pre-roll volume</li> <li>Brand positioning to compete with illegal market</li> <li>Strain specific and customer known strain</li> </ul>	AA - AAA MSRP: \$5 - \$8/g
Oil/Capsules	<ul style="list-style-type: none"> <li>Standard 30ml volume</li> <li>CBD-focused (above 50mg/ml)</li> <li>Brand positioning on wellness</li> <li>Premium extract process / packaging</li> </ul>	MSRP \$0.04 - \$0.05 Per Cannabinoid
Edibles	<ul style="list-style-type: none"> <li>Baked goods and innovative snacks products</li> <li>THC per unit of 10mg, 2 x 5mg, 4 x 2.5mg in Good and Better</li> <li>Range of brand positions acceptable</li> </ul>	MSRP: \$9 - \$11
Topicals	<ul style="list-style-type: none"> <li>Lip balm products (min of 25mg CBD for Good/Better)</li> <li>Face/cosmetic products (Min 200 mg CBD for Good/Better)</li> <li>Bath bombs (multi-packs, Min 100 mg CBD or balanced in Good)</li> <li>Brand position on wellness</li> </ul>	Lip Balm MSRP: \$8 - \$9 Face/ Cosmetics MSRP: \$44 - \$49 Bath Bombs MSRP: \$13 - \$16

EVENTS & OTHERS	DETAILS	RETAIL PRICE RANGES
Big Event Submission	<ul style="list-style-type: none"> <li>14g or 28g dried flower with an opportunity to include a corresponding 3 x 0.5g pre-roll</li> <li>New strain release or innovation</li> <li>High perceived value to consumer</li> <li>Limited time supply to last 8 weeks of retail execution</li> <li>Pre-determined exit plan to markdown / Return to Vendor at the end of the 8 weeks</li> </ul>	N/A
Small Batch, Limited Run Products	<ul style="list-style-type: none"> <li>Unique cultivar</li> <li>Limited time supply to last 8 weeks of retail execution</li> <li>Pre-determined exit plan to markdown / Return to Vendor at the end of the 8 weeks</li> </ul>	N/A