

DISCLAIMER:

This Assortment Needs Bulletin is intended to guide submissions from Licensed Cannabis Producers and Cannabis Accessory Suppliers that wish to submit new products for consideration in the OCS Product Catalogue, which is made available to Authorized Retail Stores via the OCS B2B Portal and for consumers via OCS.ca.

Product needs identified below are informed by Retailer feedback, customer insights and current assortment gaps in the OCS Catalogue. Producers may submit a new product submission for consideration; however, priority will be given to considering product submissions that align to assortment needs identified below.

To ensure complete submissions are received, the OCS highly recommends that Licensed Producers consider the following:

- To assist in the acceptance of your submission, Licensed Producers should consider submitting a Pre-Submission Product Form to the OCS by April 1, 2021. Any feedback provided is considered as guidance only and is not an official approval or acceptance of any submission.
- New Licensed Producers should submit 1 to 4 quality SKUs for evaluation during an OCS Product Call. Once a Licensed Producer is onboarded and has successfully introduced their brand to the Ontario marketplace, additional products may be submitted in future Product Calls.
- Licensed Producers already partnered with the OCS must only submit new products once the performance of already active SKUs in the OCS Catalogue have stabilized. Licensed Producers with a PO fill rate below 90% over the last quarter may be rejected (this is expected to increase to 95% for Product Call 3).

The deadline for all submissions for the 2021 Product Call 02 is April 9, 2021.
All products selected must be available for delivery to our warehouse by **May 25, 2021.**
These SKUs are anticipated to launch on the OCS B2B Portal on **June 1** and on OCS.ca on **June 8.**

Limited Release SKUs

CATEGORY	DESIRED ATTRIBUTE	PRODUCT SIZE	PRODUCT GRADING & PRICE POINT	TIME IN MARKET	# OF SKUS NEED
Dried Flower	<ul style="list-style-type: none"> Unique genetics / phenotypes Genetic Suggestions: Breath, Banana, Strawberry and Meat strains, etc. Big Sales Event – Canada Day Higher THC levels over 20% Minimum THC levels of 15% 	3.5 g 14 g 28 g	Premium, Better (AAAA, AAA) MSRP: \$9 / g – \$13 / g	Pre-set exit plan to markdown after 8-weeks	10 SKUs
Pre-Rolls	<ul style="list-style-type: none"> Unique genetics / phenotypes Genetic Suggestions: Breath, Banana, Strawberry and Meat strains, etc. Higher THC levels over 20% Minimum THC levels of 15% 	3 x 0.5 g 7 x 0.5 g 10 x 0.35 g	Better to Best MSRP: \$7 / g – \$13 / g	Pre-set exit plan to markdown after 8-weeks	5 SKUs
Vapes	<ul style="list-style-type: none"> Unique formats and genetics Genetic Suggestions: Do-Si-Dos, Breath, Banana, Strawberry strains, etc. Higher THC levels over 80% Minimum THC range +70% 	0.5 g 1 g	Good MSRP: 0.5 g - \$25 – \$35 MSRP: 1 g - \$45 – \$55	Pre-set exit plan to markdown after 8-weeks	5 SKUs
Concentrates	<ul style="list-style-type: none"> Unique formats and genetics Genetic Suggestions: Do-Si-Dos, Breath, Banana, Strawberry strains, etc. Higher THC levels over 80% Minimum THC range +70% 	1 g	Better/Best MSRP: \$30 – \$70	Pre-set exit plan to markdown after 8-weeks	2 SKUs

General Listing SKUs

CATEGORY	DESIRED ATTRIBUTE	PRODUCT SIZE	PRODUCT GRADING & PRICE POINT	TIME IN MARKET	# OF SKUS NEED
Beverages	<ul style="list-style-type: none"> THC per unit of 5 mg or 10 mg Summer-focused branding 	355 mL 269 mL	Good MSRP: \$3 – \$5	Ongoing	12 SKUs
Oils/Caps	<ul style="list-style-type: none"> Innovative ingestible method / water-soluble Wellness focused branding 	30 mL	Good/Better MSRP: \$0.02 – 0.05 per cannabinoid	Ongoing	3 SKUs
Concentrates	<ul style="list-style-type: none"> RSO 	1 g	Best	Ongoing	1 SKU
Edibles	<ul style="list-style-type: none"> Innovative snack products / baked goods THC per unit of 10 mg, 2 x 5 mg, 4 x 2.5 mg 	Varying	Good/Better MSRP: \$9 – \$11	Ongoing	14 SKUs
Topicals	<ul style="list-style-type: none"> Face cosmetics (min. 200 mg CBD) Multi-pack bath bombs (min. 100 mg CBD or balanced) Wellness focused branding 	Varying	Good/Better MSRP: Cosmetics \$44 – \$49 MSRP: Per bath bomb \$13 – \$16	Ongoing	6 SKUs