

DISCLAIMER:

This Assortment Needs Bulletin is intended to guide Licensed Cannabis Producers and Cannabis Accessory Suppliers through the OCS new product submissions process.

Selected products will be included 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 product submissions that align with the assortment needs identified below.

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

- 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 has stabilized. Licensed Producers with a PO fill rate below 95% over the last quarter may be rejected.
- We will also be considering product submissions for upcoming Retail Sales Events in 2022: Spring, 420 and Canada Day.

To assist in the acceptance of your submission, Licensed Producers **must** submit a [Pre-Submission Product Form](#) to the OCS by **July 12, 2021**. Any feedback provided is considered as guidance only and is not an official approval or acceptance of any submission.

The deadline for all product submissions for Product Call 4 of 2021 is August 13, 2021.

Selected products must be available for delivery to our warehouse by **October 12** (first release) and **November 9** (second release).

First release selected products are anticipated to launch on the **OCS B2B Portal** beginning **October 20** and on **OCS.ca** on **October 27**.

Second release selected products are anticipated to launch on the **OCS B2B Portal** beginning **November 16** and on **OCS.ca** on **November 23**.

General Listing SKUs					
CATEGORY	DESIRED ATTRIBUTE	PRODUCT SIZE	PRODUCT GRADING & PRICE POINT	TIME IN MARKET	# OF SKUS NEED
Dried Flower	<ul style="list-style-type: none"> Large format size extensions in Premium / Best 	14 g 28 g	Premium / Best (AAAA, AAA)	Ongoing	10 SKUs
Beverages	<ul style="list-style-type: none"> 750 ml format Infused / functional beverages (e. collagen, protein) Sports beverages (pre-workout, during, and recovery) Single-serve beverage pods Minor / rare cannabinoids 	Varying	750 ml - MSRP: \$5 – \$10 Other formats MSRP: \$6.50 – \$10.50	Ongoing	4 SKUs
Pre-Rolls	<ul style="list-style-type: none"> Wrap pre-rolls (non-tobacco blunt) Straight tailored-style multi packs Innovative assorted multi packs 	1 g / 3 x 0.5 g / 5 x 1 g 10 x 0.35 g 10 x 0.35 g / 7 x 0.5 g	Better / Best: \$12 – \$50 per pack Good / Better: \$19.95 – \$24.95 Good / Better: \$19.95 – \$40	Ongoing	10 SKUs
Concentrates	<ul style="list-style-type: none"> Live specific consistency concentrates: (cake, batter, slush, soufflé etc.) 6 star / full melt water hash (bubble) 6 star pressed rosin 	All 1g OR 0.5 g	Best: \$40 – \$80 / g	Ongoing	10 SKUs
Vapes	<ul style="list-style-type: none"> 1 g format size extensions 	1g	\$40 – \$65	Ongoing	10 SKUS
Seeds	<ul style="list-style-type: none"> Feminized & auto flower exotic genetics CBD genetics 	5 pack	Better / Best MSRP: \$40 – \$60 / pk	Ongoing	3 SKUs
Edibles	<ul style="list-style-type: none"> Innovative savory snacks Innovative baked goods Baking ingredients Condiments / oils Hard candy Rapid onset edibles Supplement-focused CBD edibles Sugar free alternatives 	Varying	Good / Better MSRP: \$4 – \$11	Ongoing	10 SKUs
Topicals	<ul style="list-style-type: none"> Facial scrubs (250 – 400 mg CBD) Athletic-focused products (min. 250 mg CBD) 	Varying	Good / Better MSRP: Cosmetics \$30 – \$49 MSRP: Athletic Products: \$40 – \$60	Ongoing	10 SKUs
Accessories	<ul style="list-style-type: none"> Grow tents & kits Personal rosin presses 	Varying	MSRP: \$120 (Grow Tent) or \$500 (Grow Tent Kit) MSRP \$100 – \$250 (Rosin Press)	Ongoing	2 SKUs
All	<ul style="list-style-type: none"> Store brands 	Varying	Varying	Ongoing	20 SKUs

Limited Release SKUs					
CATEGORY	DESIRED ATTRIBUTE	PRODUCT SIZE	PRODUCT GRADING & PRICE POINT	TIME IN MARKET	# OF SKUS NEED
All	<ul style="list-style-type: none"> Holiday, seasonally relevant offerings, gift sets 	Varying	Varying	<ul style="list-style-type: none"> Total 8 weeks in market Pre-set exit plan to be actioned at 5 week mark 	5 SKUs
Dried Flower	<ul style="list-style-type: none"> Unique genetics / phenotypes Genetic suggestions: food profile strains Preference for THC levels over 20% 	3.5 g	Premium, Better (AAAA, AAA) MSRP: \$9 / g – \$13 / g	<ul style="list-style-type: none"> Total 8 weeks in market Pre-set exit plan to be actioned at 5 week mark 	10 SKUs
Concentrates	<ul style="list-style-type: none"> Exotic genetic and unique formats 	1 g	Better/Best MSRP: \$60 – \$100	<ul style="list-style-type: none"> Total 8 weeks in market Pre-set exit plan to be actioned at 5 week mark 	3 SKUs

Limited Release SKUs (Hero/Big Event)					
CATEGORY	DESIRED ATTRIBUTE	PRODUCT SIZE	PRODUCT GRADING & PRICE POINT	TIME IN MARKET	# OF SKUS NEED
Dried Flower	<ul style="list-style-type: none"> Retail Sales Event: Black Friday (November 25, 2021), Spring (February 10, 2022), 420 (April 20, 2022) 	14 g 28 g	Premium, Better (AAAA, AAA) MSRP: \$9 / g – \$13 / g	<ul style="list-style-type: none"> Total 8 weeks in market Pre-set exit plan to be actioned at 5 week mark 	6 SKUs

Products NOT Required for Product Call 4 2021

Given the current depth of assortment and seasonality, we are currently **NOT** looking for innovations in the following product categories and/or formats at this time.

CATEGORY	DETAILS
Dried Flower	<ul style="list-style-type: none"> • “Indica / sativa” labelled dried flower • Value priced dried flower • 1 g or 7 g
Pre-rolls	<ul style="list-style-type: none"> • “Indica / sativa” labelled pre rolls
Concentrates Shatter Hash	<ul style="list-style-type: none"> • “Indica / sativa” labelled concentrates • Hash blend / mid quality • Bubble hash half melt
Vapes 510 Thread Vape Cartridges	<ul style="list-style-type: none"> • Blue Dream, Lemon, Indica, Sativa, Distillate Cartridges • 0.5 g distillate vape cartridges
Edibles Soft Chews Chocolates	<ul style="list-style-type: none"> • All soft chews (unless rapid onset) • Non-seasonal chocolate
Topicals Bath Topicals	<ul style="list-style-type: none"> • Bath bombs & salts • Body lotions & creams
Oils Bottled Oil Oral Spray	<ul style="list-style-type: none"> • CBD with THC • THC oil only • MCT carrier oil based products
Capsules Soft Gels	<ul style="list-style-type: none"> • CBD with THC • THC oil only • MCT carrier oil based products
Accessories	<ul style="list-style-type: none"> • Generic / white labeled accessories