

OCS Assortment Needs Bulletin

Spring Product Call of 2022 (April & May Launches)

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, performance data, 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.

You must adhere to the following requirements of the Product Call process:

- Review your category strategies and innovation pipelines with your Category Manager prior to pre-submission. Ensure you are communicating how your products are distinct and how you plan to support them in a competitive marketplace. Please refer to the [Category Business Review Guide](#) to help make these conversations as productive and transparent as possible.
- For your product to be considered in the upcoming Spring Product Call, you must submit a pre-submission form for each product by **October 22, 2021**, and have all required product set-up information ready by the final submission date on **November 23, 2021** (note: pictures and THC levels are not required for dried flower and pre-roll SKUs).
- Licensed Producers must have the category specific Health Canada license ready by the final submission date on **November 23, 2021**.
- New Licensed Producers should submit 1 to 4 quality SKUs during an OCS Product Call to test their market viability and execution capabilities. 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 will be evaluated based on the current performance and execution of their sales, on-time shipment, and fill rates. Currently partnered Licensed Producers that have experienced a product recall within the same category over the last 6 months will not be considered.

The deadline for all product pre-submissions for the Spring Product Call of 2022 is October 22, 2021.

The deadline for all final product submissions for the Spring Product Call of 2022 is November 23, 2021.

Selected products must be available for delivery to our warehouse by March 15 (first launch) and April 26 (second launch).

First launch selected products are anticipated to launch around April 5, 2022.

Second launch selected products are anticipated to launch around May 3, 2022.

CATEGORY	ATTRIBUTES	
Flower	<ul style="list-style-type: none"> • 1 g size format of high-value strains • Innovative, unique genetics • High potency strains • Legacy strains • Larger format (14 g and/or 28 g) size extensions of current high velocity 3.5 g SKUs 	<ul style="list-style-type: none"> • Packaging innovation: <ul style="list-style-type: none"> • Eco-friendly packaging • Nitrogen-flushed packaging • More information provided on packaging (i.e. CoA analysis, harvest on, terps, etc.)
Pre-rolls	<ul style="list-style-type: none"> • High potency strains • Legacy strains • Assorted strains in multipack formats • Consistent pre-rolls size and shape • Personal-sized singles of 0.5 g and 0.7 g • Straight-roll multipacks • Premium whole flower pre-rolls 	<ul style="list-style-type: none"> • Packaging innovation: <ul style="list-style-type: none"> • Innovative and attractive packaging solutions • Eco-friendly packaging • If there is an inner pack, product name label inside packaging • More information provided on packaging (i.e. CoA analysis, harvest on, terps, etc.)
Vapes	<ul style="list-style-type: none"> • Affordable “pure” live resin options: <ul style="list-style-type: none"> • Live resin 1 g at mainstream and premium segment with unique strains • Live rosin 1 g at mainstream and premium segment with unique strains • Brand and strain name on vape carts • Premium hardware • Rare/unique cannabinoids including CBN, CBG in 1 g format • CBD-only 	<ul style="list-style-type: none"> • Packaging innovation: <ul style="list-style-type: none"> • Eco-friendly master packaging • More information provided on packaging (i.e. CoA, alternative cannabinoid percentages, terpene percentages, etc.) including strain name • Brand and strain name on vape carts • Neutral, more subtle coloured options for vape carts
Oils and Caps	<ul style="list-style-type: none"> • Rare/unique cannabinoids including CBN, CBG • Unique delivery methods 	
Extracts	<ul style="list-style-type: none"> • Infused pre-rolls • More accessible, opening price points • Multiple variants of existing high velocity extracts • Nug run concentrates • HTFSE (High terpene full spectrum) 	<ul style="list-style-type: none"> • HCFSE (High-cannabinoid full-spectrum extract) • CO2 tankers – single strain • Exotic genetics • Innovative extractions and formats
Beverages	<ul style="list-style-type: none"> • Assorted/variety multipack formats • Natural sweetener and sugar-substitute options • Rare/unique cannabinoids including CBN, CBG • Functional Beverages • Social occasion beverages 	<ul style="list-style-type: none"> • High CBD beverages • Opening price point at full THC potency • Seasonally appropriate beverages (April/May launch) • Packaging innovation: <ul style="list-style-type: none"> • Eco-friendly packaging

CATEGORY	ATTRIBUTES	
Topicals	<ul style="list-style-type: none"> • CBD mist sprays • Transdermal products 	<ul style="list-style-type: none"> • Both CBD/THC offerings • Size formats with high CBD (>100mg)
Edibles	<ul style="list-style-type: none"> • Natural sweetener and sugar-substitute options • Made without gluten • Plant-based options/made without animal products • Assorted/variety multipack formats • High potency CBD • Rare/unique cannabinoids - CBG, CBN 	<ul style="list-style-type: none"> • Seasonally appropriate edibles and ingredients (April/May launch) • Wellness-oriented products • Category diversification • Opening price point at full THC blends (multipacks and single piece offerings) • Packaging innovation: <ul style="list-style-type: none"> • Eco-friendly packaging
Accessories	<ul style="list-style-type: none"> • Personal rosin press • Concentrate accessories 	<ul style="list-style-type: none"> • Nutrient kit – starter size • New innovations