



OCS Assortment Needs Bulletin

4/20 Event Product Call of 2022 (Open to all Licensed Producers)

DISCLAIMER:

This Assortment Needs Bulletin is intended to guide submissions from Licensed Cannabis Producers that wish to submit products for consideration for the OCS 4/20 Retail Event which is made available to Authorized Retail Stores via the OCS B2B Portal and consumers via OCS.ca.

The OCS is looking to deliver on our mandate of illicit market conversion by driving volume and increasing market share as we continue to encourage illegal consumers to buy legal. The OCS would like to feature hero products during the 4/20 Retail Event; we are looking for **ONE** dried flower SKU and **ONE** pre-roll SKU which will be featured on the OCS B2B Portal and on OCS.ca.

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

- For your product to be considered in the upcoming 4/20 Event Product Call, you must submit a Pre-Submission Form for each product by **November 16, 2021**, and have all required product set-up information ready by the final submission date on **December 14, 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 **December 14, 2021**.
- 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 4/20 Event Call of 2022 is November 16, 2021.
The deadline for all final product submissions for the 4/20 Event Call of 2022 is December 14, 2021.

Selected products must be available for delivery to our warehouse by March 15, 2022.

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

Second launch selected products are anticipated to launch around April 12, 2022.

CATEGORY	ATTRIBUTES	
Flower	<ul style="list-style-type: none"> • 14 g format • High potency and recognizable strains • High THC and terpenes 	<ul style="list-style-type: none"> • Considerations: <ul style="list-style-type: none"> • Lifecycle: can be submitted as a permanent or LTO listing • Supply: minimum 20,000 units must be available on launch date • Case Packs: preference is for lower count cases • Pricing: high value (price/quality) relationship at a very accessible market price
Pre-rolls	<ul style="list-style-type: none"> • Larger format packs • High potency and recognizable strains • High THC and terpenes • Preference for whole flower pre-rolls (vs. shake/trim/blends) 	<ul style="list-style-type: none"> • Considerations: <ul style="list-style-type: none"> • Lifecycle: can be submitted as a permanent or LTO listing • Supply: minimum 20,000 units must be available on launch date • Case Packs: preference is for lower count cases • Pricing: high value (price/quality) relationship at a very accessible market price