



# OCS Assortment Needs Bulletin

## Summer Product Call of 2022 (July & August 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 Summer Product Call, you must submit a pre-submission form for each product by **January 21, 2022**, and have all required product set-up information ready by the final submission date on **February 22, 2022** (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 **February 22, 2022**.
- 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.
- Please only select Flow-Through if you do not want your product listed as a General Listed SKU. Upon review, OCS may decide if a SKU would be more appropriate for Flow-Through (repetitive SKU, store brand, niche consumer, etc.) OCS will share feedback during the submission review phase with final confirmation communicated during the issuance of the NTP.

**The deadline for all product pre-submissions for the Summer Product Call of 2022 is January 21, 2022.**

**The deadline for all final product submissions for the Summer Product Call of 2022 is February 22, 2022.**

Selected products must be available for delivery to our warehouse by June 28 (first launch) and July 26 (second launch).

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

Second launch selected products are anticipated to launch around August 2, 2022.

CATEGORY	ATTRIBUTES	
Flower	<ul style="list-style-type: none"> <li>Innovative, unique genetics               <ul style="list-style-type: none"> <li>3.5 g preferred</li> <li>Trending in other mature markets</li> <li>Competitive to illicit market</li> </ul> </li> <li>High potency strains               <ul style="list-style-type: none"> <li>&gt;22% THC Levels preferred</li> </ul> </li> <li>Small format 1 g high value strains               <ul style="list-style-type: none"> <li>Must have strong supply availability</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Large format 14g, better/best quality (\$7 – \$10 per gram MSRP)               <ul style="list-style-type: none"> <li>Proven strains</li> </ul> </li> <li>Large format 28 g, better quality (\$5 – \$7 per gram MSRP)               <ul style="list-style-type: none"> <li>Proven strains</li> </ul> </li> <li>Packaging               <ul style="list-style-type: none"> <li>Eco-friendly packaging, sustainable, recyclable</li> <li>Nitrogen-flushed packaging</li> <li>Detailed information on packaging (e.g. terpene percentage, strain name)</li> </ul> </li> </ul>
Pre-rolls	<ul style="list-style-type: none"> <li>Single 1 x 1 g (MSRP under \$10)               <ul style="list-style-type: none"> <li>Proven strains</li> </ul> </li> <li>Large format 12 – 14 packs</li> <li>Craft and premium in larger formats 10-12 packs</li> <li>Assorted strains in multipack formats</li> <li>Cultivars trending in illicit market</li> <li>Flavourful, uniform sized joints</li> </ul>	<ul style="list-style-type: none"> <li>Packaging               <ul style="list-style-type: none"> <li>Eco-friendly packaging, sustainable, recyclable</li> <li>Differentiated, unique packaging styles</li> <li>Detailed information on packaging (e.g. terpene percentage, strain name)</li> </ul> </li> </ul>
Vapes	<ul style="list-style-type: none"> <li>Disposable vape pens (under \$30 MSRP)               <ul style="list-style-type: none"> <li>Unique high potency strains/flavours</li> </ul> </li> <li>Pure live rosin 1 g or all-in-one format with innovative unique genetics, mainstream and premium segments (under \$60 MSRP)</li> <li>Pure live resin 1g or all-in-one format with innovative unique genetics, mainstream and premium segments (under \$55 MSRP)</li> <li>Multi-pack unique complimentary strain/flavours (under \$40 MSRP)</li> <li>Rare/unique cannabinoids including CBN, CBG in 1 g format</li> </ul>	<ul style="list-style-type: none"> <li>Premium hardware</li> <li>No duplication of existing strains or flavors</li> <li>No 510 thread 0.5 g formats</li> <li>Packaging               <ul style="list-style-type: none"> <li>Eco-friendly master packaging</li> <li>Brand and strain name on vape carts</li> <li>Detailed information on packaging (e.g. terpene percentage, strain name)</li> </ul> </li> </ul>
Oils and Caps	<ul style="list-style-type: none"> <li>Rare/unique cannabinoids including CBN, CBG</li> <li>Smaller package sizes for entry-level consumers, preferably value priced</li> <li>Plant-based options/made without animal products</li> </ul>	
Edibles	<ul style="list-style-type: none"> <li>Summer seasonally relevant offerings</li> <li>Natural sweetener and sugar-substitute options</li> <li>Made without gluten</li> <li>Plant-based options/made without animal products</li> <li>High potency CBD</li> <li>Sour flavoured profiles in mixed SKU offering soft chews</li> <li>Microdose &amp; nanotechnology edibles</li> </ul>	<ul style="list-style-type: none"> <li>Nostalgic and novelty flavours and products</li> <li>Rare/unique cannabinoids including CBN, CBG</li> <li>Wellness-oriented products</li> <li>Category diversification &amp; innovation</li> <li>Packaging               <ul style="list-style-type: none"> <li>Eco-friendly packaging, sustainable, recyclable</li> <li>Packaging innovation</li> </ul> </li> </ul>

CATEGORY	ATTRIBUTES	
Accessories	<ul style="list-style-type: none"> <li>• Wooden pipes</li> <li>• E-lighter</li> <li>• Stylish rolling papers</li> </ul>	<ul style="list-style-type: none"> <li>• Budget grinders</li> <li>• New innovations</li> </ul>
Extracts	<ul style="list-style-type: none"> <li>• More accessible, opening price points</li> <li>• 2 g infused blunts</li> <li>• Live resin (&lt;\$40 MSRP)</li> <li>• Solventless bubble rosin (Persy type of rosin)</li> <li>• Full spectrum concentrates (HTFSE and HCFSE)</li> <li>• Infused pre-rolls in unique formulations</li> <li>• Infused milled flower</li> <li>• 2 g black hash</li> </ul>	<ul style="list-style-type: none"> <li>• Hash oil</li> <li>• Honey oil</li> <li>• Kief (&lt;\$10 per gram MSRP)</li> <li>• Rare/unique cannabinoids including CBN, CBG</li> <li>• Packaging               <ul style="list-style-type: none"> <li>• Eco-friendly packaging, sustainable, recyclable</li> <li>• Detailed information on packaging (e.g. terpene percentage, strain name)</li> <li>• Case pack sizes of 6</li> </ul> </li> </ul>
Beverages	<ul style="list-style-type: none"> <li>• Higher CBD offerings</li> <li>• Rare/unique cannabinoids including CBN, CBG</li> <li>• Non-carbonated options</li> <li>• Low sugar/alternative sweetener options</li> <li>• Occasion-based beverages</li> </ul>	<ul style="list-style-type: none"> <li>• Opening price point at full THC potency</li> <li>• Beverage enhancements (shelf-stable creamers, coffee sweeteners, etc.)</li> <li>• Innovative/novel products</li> <li>• Seasonal fall beverages</li> </ul>
Topicals	<ul style="list-style-type: none"> <li>• Terpene forward and highly aromatic offerings</li> <li>• Larger package formats</li> </ul>	<ul style="list-style-type: none"> <li>• Higher CBD</li> <li>• After sun products</li> </ul>