



OCS Assortment Needs Bulletin

Fall Product Call of 2022 (October & November 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:

- For your product to be considered in the upcoming Fall Product Call, you must submit a pre-submission form for each product by **April 22, 2022**, and have all required product set-up information ready by the final submission date on **May 24, 2022**.
- Licensed Producers must have the category specific Health Canada license ready by the final submission date on **May 24, 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.
- Any Holiday item(s) previously listed will need to be submitted in accordance with the Fall Product Call timelines. Holiday items without a valid final submission will not be considered.
- You will find reference to “Limited Release” throughout the bulletin. Limited Release SKUs are defined as products that have limited availability and will be managed as a one-time quantity commitment with no replenishment. For more information, please refer to this resource on [Limited Release SKUs](#) located on [Doing Business with OCS](#).

CATEGORY	ATTRIBUTES	
Flower	<ul style="list-style-type: none"> Mainstream high total THC and high total terpene dried flower <ul style="list-style-type: none"> Innovative, unique, trending cultivar from illicit and mature markets 3.5 g or 7g preferred MSRP \$25 - \$35 for 3.5 g preferred Sativa dominant preferred (e.g. Durban Poison) E.g. of cultivars: 'Fuel/Gas' forward aroma, 'Pink' crosses, 'Breaths', 'Food' and 'Dessert' CBD and balanced-focused strain specific cultivar Small format 1 g <ul style="list-style-type: none"> MSRP \$10 and under preferred Must have strong supply availability and good fill-rate % 	<ul style="list-style-type: none"> Large format size extension (14 g or 28 g) <ul style="list-style-type: none"> In-market 3.5 g SKU must have strong sales and good inventory fill-rate % Packaging <ul style="list-style-type: none"> Eco-friendly packaging, sustainable, recyclable Nitrogen-flushed packaging Detailed information on packaging (e.g. terpene percentage, strain name)
Pre-rolls	<ul style="list-style-type: none"> Single 1x1 g and single 1x0.5 g <ul style="list-style-type: none"> Cultivars with proven sales success in dried flower MSRP under \$10 for 1x0.5 g preferred 3x0.5 g format <ul style="list-style-type: none"> Innovative, unique, trending cultivar from illicit and mature markets Assorted cultivars in multipack formats/variety packs 	<ul style="list-style-type: none"> CBD and balanced-focused cultivars (multipack format – 7 to 10 per pack, <0.5 g per pre-roll) Packaging <ul style="list-style-type: none"> Eco-friendly packaging, sustainable, recyclable Differentiated, unique packaging styles Detailed information on packaging (e.g. terpene percentage, strain name)
Vapes	<ul style="list-style-type: none"> Single use/all-in-one high potency <ul style="list-style-type: none"> MRSP under \$40 for strains/flavors in 0.3 g, 0.5 g or 1 g size format Unique genetics and/or flavors trending in other mature markets <ul style="list-style-type: none"> MSRP under \$40 for 1 g Pure live rosin 1g or all-in-one format with innovative unique genetics, mainstream and premium segments <ul style="list-style-type: none"> MRSP under \$60 for 1 g 510 thread carts in >0.5 g formats 	<ul style="list-style-type: none"> Premium hardware Products that are differentiated from current items available on the OCS Product Catalogue Packaging <ul style="list-style-type: none"> Eco-friendly packaging, sustainable, recyclable Brand and strain name on vape carts Detailed information on packaging (ex. terpene percentage, strain name)
Oils and Caps	<ul style="list-style-type: none"> Products that are differentiated from current items available on the OCS Product Catalogue. 	
Edibles	<ul style="list-style-type: none"> Microdosing value packs Single full THC soft chew packs Baked goods offering New innovative sub-category offerings Innovative items for snacking occasion 	<ul style="list-style-type: none"> Soft chew offerings with natural sweetener and sugar-substitute options Shatter/hash rosin soft chews and chocolate Infused cooking oils (olive, avocado and coconut oil) DIY edible kits

CATEGORY	ATTRIBUTES
Accessories	<ul style="list-style-type: none"> • LP branded 510 thread batteries with matching vape cartridges (already in market)
Extracts	<ul style="list-style-type: none"> • More accessible, opening price points • Shatter (1 g) – Single strain with MSRP \$25-\$30 • Shatter Multi-pack • Cherry Oil (1 g) • Moon rocks • Infused flower • Unique infused pre-rolls • Terp sauce (1 g) • Kief with \$10 to \$15 MSRP • Packaging <ul style="list-style-type: none"> • Eco-friendly packaging, sustainable, recyclable • Differentiated, unique packaging styles • Detailed information on packaging (e.g. terpene percentage, strain name)
Beverages	<ul style="list-style-type: none"> • Warm beverage mixes • THC & High CBD infused teas with accessible opening price points • Nostalgic 90's flavour profiles in full-calorie soda analogues • Broad spectrum infusions • Rare cannabinoids • Non-carbonated options • Natural sweetener and sugar-substitute options • Opening price point at full THC potency • Innovative/novel formats
Topicals	<ul style="list-style-type: none"> • Cosmetic regime (2 - 4 steps in a beauty process)

HOLIDAY

CATEGORY	ATTRIBUTES
Flower	<ul style="list-style-type: none"> • Holiday Innovation – Limited Release SKU <ul style="list-style-type: none"> • E.g. Holiday themed cultivars, holiday gift multi-format
Pre-rolls	<ul style="list-style-type: none"> • Holiday Innovation – Limited Release SKU <ul style="list-style-type: none"> • E.g. Holiday themed cultivars, holiday gift multi-format
Vapes	<ul style="list-style-type: none"> • Holiday Innovation – Limited Release SKU multi-packs (2 x 0.5 g) in unique complimentary seasonal flavors <ul style="list-style-type: none"> • MSRP under \$40 for multi packs
Extracts	<ul style="list-style-type: none"> • Holiday Innovation – Limited Release seasonally relevant <ul style="list-style-type: none"> • E.g. Holiday themed cultivars, holiday gift multi-format
Beverages	<ul style="list-style-type: none"> • Holiday Innovation – Limited Release seasonally relevant and holiday flavour profiles
Topicals	<ul style="list-style-type: none"> • Holiday Innovation - Limited Release seasonally relevant and holiday flavour profiles
Edibles	<ul style="list-style-type: none"> • Holiday Innovation – Limited Release <ul style="list-style-type: none"> • Holiday flavours • Holiday/Christmas themes • Chocolates and baked goods • Edible holiday calendar • Gifting packs and stocking stuffers