



# OCS Assortment Needs Bulletin

Black Friday Event Product Call of 2022

## DISCLAIMER:

This Assortment Needs Bulletin is intended to guide submissions from Licensed Producers that wish to submit Products for consideration for the OCS Black Friday Event, which is made available to Authorized Retail Stores via the OCS B2B ordering platform and consumers via OCS.ca.

Black Friday presents a unique commercial opportunity to introduce compelling legal products to legacy consumers, in support of efforts to combat the illegal market. We are looking for the most compelling items to be the “heroes” of this broader event, which will be featured for our Wholesale partners, as well as on OCS.ca. **We are looking for one to three dried flower SKUs and one to two pre-roll SKUs.**

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 **June 21, 2022**, and have all required product set-up information ready by the final submission date on **July 19, 2022**.
- Licensed Producers must have the category specific Health Canada license ready by the final submission date on **July 19, 2022**.
- 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.

CATEGORY	ATTRIBUTES
Dried Flower	<ul style="list-style-type: none"> <li>• Large format (14 g or 28 g)</li> <li>• High cannabinoid content (Terpene and/or THC)</li> <li>• Considerations: <ul style="list-style-type: none"> <li>• Lifecycle: limited release item</li> <li>• Pricing: strong value (price to quality) proposition at a very competitive limited time offer relative to current product assortment</li> <li>• Supply: minimum 20,000 units must be available on launch date</li> <li>• Case packs: small case pack size preferred (6 units per shippable case)</li> <li>• Vendor performance: perfect order rate: &gt;70% preferred</li> </ul> </li> </ul>
Pre-rolls	<ul style="list-style-type: none"> <li>• Larger format pre-roll and/or blunt pack</li> <li>• High total cannabinoid content (Terpene and/or THC)</li> <li>• Whole flower inputs</li> <li>• Considerations: <ul style="list-style-type: none"> <li>• Lifecycle: limited release item</li> <li>• Pricing: strong value proposition relative to current products in assortment, at a very competitive limited offer.</li> <li>• Supply: minimum 20,000 units must be available on launch date</li> <li>• Case packs: small case pack size preferred (6 or 12 units per shippable case)</li> <li>• Vendor performance: perfect order rate: &gt;70% preferred</li> </ul> </li> </ul>