

OCS Assortment Needs Bulletin

Winter Product Call Event of 2023 (January & February 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 Winter Product Call, you must submit a Pre-Submission Form for each Product by **July 22, 2022**, and have all required Product set-up information ready by the final submission date on **August 23, 2022**.
- Licensed Producers must have the category specific Health Canada license ready by the final submission date on **August 23, 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 (i.e., 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.

CATEGORY	ATTRIBUTES	
Dried Flower	<ul style="list-style-type: none"> • High terpene content craft cannabis <ul style="list-style-type: none"> • Innovative, unique, trending cultivar • 3.5 g or 7 g preferred • Sativa dominant preferred • CBD and Balanced-focused strain specific cultivar <ul style="list-style-type: none"> • 1 g, 3.5 g, 14 g, 28 g • Size Format <ul style="list-style-type: none"> • Small format 1 g <ul style="list-style-type: none"> • Must have strong supply availability • Craft large format size extension (28 g preferred) <ul style="list-style-type: none"> • Current in-market 3.5 g SKU must have strong sales and inventory fill-rate % 	<ul style="list-style-type: none"> • Packaging <ul style="list-style-type: none"> • Eco-friendly packaging, sustainable, biodegradable, recyclable • Nitrogen-flushed packaging • Detailed information on packaging (e.g. terpene percentage, strain name)
Pre-rolls	<ul style="list-style-type: none"> • Whole flower inputs preferred • High terpene content cultivars • Cultivars trending in illicit market • Size Format <ul style="list-style-type: none"> • 10+ multi-pack pre-rolls and/or blunts. Either single cultivar or combo/variety pack (multiple cultivars per pack, clearly and compliantly labelled) • Value/core/premium tier position is dependent on amount of flower input, joint count and quality • Large bulk pack pre-rolls (50+ joint count), either single cultivar or combo/variety pack (multiple cultivars) • Single 1x1 g and single 1x0.5 g pre-roll or blunt • 3x0.5 g format of proven successful cultivar in 3.5 g format • Premium positioned brands/cultivars • CBD and Balanced cultivars (multipack format) 	<ul style="list-style-type: none"> • Packaging <ul style="list-style-type: none"> • Eco-friendly packaging, sustainable, biodegradable, recyclable • Packaging that minimizes pre-roll movement inside to prevent loss of material • Differentiated, unique packaging styles • Detailed information on packaging (e.g. terpene percentage, cultivar name)

CATEGORY	ATTRIBUTES	
Vapes	<ul style="list-style-type: none"> • High quality 510 thread distillate in 1 g or proprietary closed-loop systems • Products that are differentiated from current items available in the OCS Product catalogue • Unique genetics and/or flavors trending in other mature markets • Pure live rosin 1 g or all-in-one format with innovative unique genetics, mainstream and premium segments • Premium hardware 	<ul style="list-style-type: none"> • Size Format <ul style="list-style-type: none"> • Multi-packs – 2 x 0.5 g (THC, CBD, CBG, CBN combinations) • Single use/all-in-one high potency vape pens in unique strains/flavors in 0.25 g (test), 0.3 g, 0.5 g or 1 g size format • 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 Capsules	<ul style="list-style-type: none"> • CBN/CBG offerings • Value offerings 	<ul style="list-style-type: none"> • Size Format <ul style="list-style-type: none"> • Smaller package sizes for retailers to offer larger assortments • Smaller case pack quantities (6 preferred)
Edibles	<ul style="list-style-type: none"> • Innovation in baking, snacking, and soft chew (4-5 unit/pack preferred) sub-categories • Full-spectrum hash/live rosin/resin offerings • Infused cooking oils • Balanced cannabinoid offerings with minor cannabinoids • "Real Food", natural flavour ingredients, sugar- substitute offerings • Plant-based nutrition offering • Event type SKUs (limited Release) – Valentine's Day appropriate <ul style="list-style-type: none"> • Note all Event SKUS are subject to 50% markdown effective the date after the event (Eg. February 15th – Day after Valentine's Day) 	<ul style="list-style-type: none"> • Packaging <ul style="list-style-type: none"> • Eco-friendly packaging, sustainable, recyclable, biodegradable

CATEGORY	ATTRIBUTES	
Beverages	<ul style="list-style-type: none"> • THC & High CBD infused teas with accessible opening price points • Broad/Full spectrum infusions • Rare cannabinoids • Balanced cannabinoid offerings • Opening price point at full THC potency • Innovative/novel formats 	<ul style="list-style-type: none"> • Size Format: <ul style="list-style-type: none"> • Multi-packs with assorted flavours
Extracts	<ul style="list-style-type: none"> • More accessible, value price points – Kief, Shatter, Hash • Unique Infused pre-rolls– moon rockets, double infused etc. <ul style="list-style-type: none"> • Larger size formats– 4x0.5 g, 5x0.5 g etc. • Combo or variety packs– different cultivars or infusion types in one package • Infused flower – moon rocks or milled <ul style="list-style-type: none"> • 2 g or 3 g preferred • Hash in larger size formats – 3 g, 3.5 g <ul style="list-style-type: none"> • Combo or variety packs • Unique cultivars trending in other mature markets 	<ul style="list-style-type: none"> • 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)
Seeds	<ul style="list-style-type: none"> • Opening price point offerings (auto-flowering, feminized and photoperiod regular) • Hype strain and popular genetics • Dessert strains 	<ul style="list-style-type: none"> • Size format: <ul style="list-style-type: none"> • 4, 5, 8 seed packs • Note seed submissions will be required to launch in the first window of the Winter Product Call which is early- mid January 2023.
Topicals	<ul style="list-style-type: none"> • Bundled Product offerings • Balanced CBD:THC Products • Bath Products • Large format balanced topical Products priced competitively 	