

OCS Assortment Needs Bulletin

Spring Product Call Event of 2023 (April & May 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 Spring Product Call, you must submit a Pre-Submission Form for each Product by **October 20, 2022** and have all required product set-up information ready by the final submission date on **November 22, 2022**.
- Licensed Producers must have the necessary Health Canada license ready by the final submission date on **November 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, the OCS may decide if a SKU would be more appropriate for Flow-Through (i.e., repetitive SKU, store brand, niche consumer, etc.) .The 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 • 7g preferred • Sativa dominant preferred • CBD and balanced-focused strain specific cultivar <ul style="list-style-type: none"> • 3.5g, 14g, 28g • Must have strong supply availability and strong brand performance • Large format (14g or 28g) 420 focused limited-time release • Variety pack (samplers or giftset) large format 	<p>Packaging:</p> <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) <p>Size Format:</p> <ul style="list-style-type: none"> • Premium large format size extension – (14g or 28g) <ul style="list-style-type: none"> • Current in-market 3.5g SKU must have strong sales and inventory fill-rate %
Pre-rolls	<ul style="list-style-type: none"> • Whole flower inputs • High terpene content cultivars • Cultivars trending in illicit market • 1x1g pre-roll or blunt pairing of premium 3.5g cultivars in market <ul style="list-style-type: none"> • Premium MSRP • Single or multi-pack formats of joints between 0.5g and 1g (e.g. 0.7g) • Combo/variety pack (meaning more than one cultivar in the pack) in 10-20 joint pack <ul style="list-style-type: none"> • Value and core MSRP • Multi-pack format of 1g joints and/or blunts • Palm Leaf Wrap single or multi-pack • Jumbo pack (20+ joints per pack), either single cultivar or combo/variety pack <ul style="list-style-type: none"> • Can be THC-forward cultivar, balanced, or mix • Rare cannabinoid pre-rolls (e.g. CBG/CBN) • 420 focused innovation 	<p>Packaging:</p> <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 and high potency distillate: 510 thread format, single use/all-in-ones and new/existing closed loop systems • Pure and blended live resin, and pure live rosin in 1g -510 thread or all-in-one formats in innovative unique genetics. Mainstream and premium segments • Products that are differentiated from current items available on the OCS product catalogue • Unique genetics and/or flavours trending in other mature markets • Premium hardware – 510, single use, and closed loop • Flow-Through items to support select store groups or brands 	<p>Packaging:</p> <ul style="list-style-type: none"> • Eco-friendly packaging • Brand and strain/flavour name on vape cartridge • Detailed information on packaging <p>Size Formats:</p> <ul style="list-style-type: none"> • 510 thread – 1.0g, 1.2g formats • Single use/all-in-ones – 0.25g, 0.30g, 0.50g, 1.0g formats • Closed loop carts – 0.50g, 1.0g formats
Edibles	<ul style="list-style-type: none"> • Broad/full spectrum infusions • Salty & savory snacking products • Sugar-free, low-calorie options (natural sweeteners) • Gluten-free & vegan options • Lower opening price points for full THC potency • Taffy type chews • Edibles with ratios of THC & minor cannabinoids • 420 focused limited-time release 	<p>Packaging:</p> <ul style="list-style-type: none"> • Eco-friendly packaging • Brand and strain/flavour name on vape cartridge • Detailed information on packaging
Oils and Capsules	<ul style="list-style-type: none"> • CBN products • Smaller pack sized products • Oil sprays 	<p>Size Formats:</p> <ul style="list-style-type: none"> • Capsules 10-15 per package • Oils 15-30ml • 12ml format

CATEGORY	ATTRIBUTES	
Beverages	<ul style="list-style-type: none"> Broad/full spectrum infusions Rare cannabinoids High CBD offerings at accessible price points Balanced cannabinoid offerings Opening/accessible price point at full THC potency Non-carbonated options Full flavour/sugar options Beverages with sugar alternatives & low/no-calorie sweeteners 	<p>Packaging:</p> <ul style="list-style-type: none"> Eco-friendly packaging <p>Size Formats:</p> <ul style="list-style-type: none"> Innovative formats Multi-packs with assorted flavours
Extracts	<ul style="list-style-type: none"> More accessible, value price points – kief, hash Infused flower & infused pre-rolls – products that are differentiated from current items available on the OCS product catalogue Live resin Live rosin Unique cultivars and/or flavours trending in other mature markets 420 Innovation – Limited release seasonally relevant offerings 	<p>Packaging:</p> <ul style="list-style-type: none"> Eco-friendly packaging Detailed information on packaging (e.g. terpene percentage, cultivar name) Packaging that protects infused pre-rolls <p>Size Formats:</p> <ul style="list-style-type: none"> Infused pre-rolls – 1x0.5g, 1x0.7g, 2x1g, 5x0.35g formats & combo/variety packs Infused flower – 2g, 3g formats
Topicals	<ul style="list-style-type: none"> Sample-sized products Large 500ml products To be used for trial and travel Value added 	