

OCS Assortment Needs Bulletin

Summer Product Call 2023 (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](https://www.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 Summer Product Call, you must submit a pre-submission form for each product by **January 31, 2023** and have all required product set-up information ready by the final submission date on **March 6, 2023**.
- Licensed Producers must have the category specific Health Canada license ready by the final submission date on **March 6, 2023**.
- 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.

CATEGORY	ATTRIBUTES	PACKAGING/SIZE FORMAT
Dried Flower	<ul style="list-style-type: none"> High terpene craft cannabis <ul style="list-style-type: none"> Innovative, unique, trending cultivar Hand trimmed, hang dried, cured, and hand packed 7g preferred Must have strong supply availability and strong brand performance Sativa dominant preferred CBD and balanced-focused strain specific cultivar <ul style="list-style-type: none"> 3.5g, 14g, 28g Whole flower large format (14g or 28g) Variety pack (samplers or giftset) large format 	<p>Packaging:</p> <ul style="list-style-type: none"> Eco-friendly packaging, sustainable, highly recyclable Nitrogen-flushed packaging Detailed information on packaging (e.g., terpene percentage, strain name, harvest date, name of cultivator) <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, premium positioned legacy appeal cultivars, Sativa/Haze lineage cultivars 1x0.5g value positioned pre-rolls Innovative/differentiated rolling papers/wraps in successful size formats (1x1g, 10x0.35g, 3x0.5g etc.). Multi-pack format of fruit-forward cultivars Jumbo pack (20+ joints per pack), either single cultivar or combo/variety pack line extension of current successful pre-rolls in market Fall theme innovations 	<p>Packaging:</p> <ul style="list-style-type: none"> Highly recyclable packaging, non virgin plastics 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, harvest date) <p>Size Format:</p> <ul style="list-style-type: none"> Multi-size format packages (e.g. 1x1g, 3x0.5g, etc. in same package) Large multi-pack (10-18 joints), combo/variety pack (meaning more than one cultivar in the pack)

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<p>Vapes</p>	<ul style="list-style-type: none"> • Single use/all-in-one high potency distillate vape pens in unique strains/summer flavors in 0.25g, 0.3g, 0.5g or 1g size format • High quality 510 thread summer flavours distillate in multi-packs, (2x0.5g), 1g & 1.2g size formats • Minor cannabinoids CBD, CBG, CBN in day/night multi-packs or individual 1g • Products that are differentiated from current items available in the OCS Product Catalogue • Unique genetics and/or flavors trending in other mature markets • Premium hardware • Fall themed, seasonally relevant offerings 	<p>Packaging:</p> <ul style="list-style-type: none"> • Highly recyclable packaging avoiding the use of 100% virgin plastics • Brand and strain name on vape carts • Detailed information on packaging (e.g., terpene percentage, strain name)
<p>Edibles</p>	<ul style="list-style-type: none"> • Edible products that are differentiated from current items available on the OCS product catalogue • Innovation in baked goods, snacking and salty/savoury snacks • Novelty edibles & unique flavors • Caramels, taffy and chews • Fruit leather type offerings • Turkish delight (lokum) and other similar confections • Truffle oil • Seasonal SKUs: fall flavours and products (e.g., pumpkin flavours) 	<p>Packaging:</p> <ul style="list-style-type: none"> • Eco-friendly packaging
<p>Oils and Capsules</p>	<ul style="list-style-type: none"> • Relief products • Value items • New innovation 	

CATEGORY	ATTRIBUTES	PACKAGING/SIZE FORMAT
Extracts	<ul style="list-style-type: none"> • Infused pre-rolls & blunts – products that are differentiated from current items available on the OCS Product Catalogue • Infused pre-rolls/blunts made with interesting or differentiated rolling papers/wraps • More accessible, value price points – hash • Unique cultivars and/or flavours trending in other mature markets • Fall themed, seasonally relevant offerings 	<p>Packaging:</p> <ul style="list-style-type: none"> • Highly recyclable packaging avoiding the use of 100% virgin plastics • Detailed information on packaging (e.g., terpene percentage, cultivar name, etc.) • Packaging that protects infused pre-rolls/blunts <p>Size Format:</p> <ul style="list-style-type: none"> • Infused pre-rolls/blunts - 1x1g, 3x0.5g, combo/multi packs
Beverages	<ul style="list-style-type: none"> • Opening/accessible price point at full THC potency • Broad/full spectrum infusions <ul style="list-style-type: none"> • Minor cannabinoids • High potency CBD offerings at accessible price points • Balanced cannabinoid offerings • Full flavour/sugar options • Beverages with sugar alternatives & low/no-calorie sweeteners • Products that are differentiated from current items available on the OCS Product Catalogue • Fall flavour profiles 	<p>Packaging:</p> <ul style="list-style-type: none"> • Eco-friendly packaging
Topicals	<ul style="list-style-type: none"> • More value items • Relief creams • Not accepting bath products for this call 	<p>Packaging:</p> <ul style="list-style-type: none"> • Products with pumps