

OCS Assortment Needs Bulletin

Fall Product Call 2023 (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. Licensed 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 28, 2023**, and have all required product set-up information ready by the final submission date on **May 31, 2023**.
- Licensed Producers must have the necessary Health Canada license ready by the final submission date on **May 31, 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.
- Please only select Flow-Through if you **do not** want your product listed as a Stocked 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.

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 Sativa dominant preferred Must have strong supply availability and strong brand performance CBD and balanced-focused (milled or whole flower) <ul style="list-style-type: none"> 3.5g or 7g, 14g, 28g Whole flower (un-milled) large format <ul style="list-style-type: none"> 14g or 28g Sativa dominant preferred Variety pack (samplers or giftset) e.g. 4x7g, 2x14g 	<p>Packaging:</p> <ul style="list-style-type: none"> Eco-friendly packaging, sustainable, highly recyclable Nitrogen-flushed packaging Detailed information on packaging <ul style="list-style-type: none"> (e.g., terpene percentage, strain name, harvest date, name of cultivator) <p>Size Format:</p> <ul style="list-style-type: none"> 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 (Strong Execution and Performance Scores) to be considered
Pre-rolls	<ul style="list-style-type: none"> High quality flower inputs Trending cultivars in illicit market, premium positioned legacy appealing cultivars <ul style="list-style-type: none"> Sativa dominant preferred Value positioned small multi packs (2-4 joints) Single cultivar 10 packs, value or core positioning <ul style="list-style-type: none"> 0.5g joint size or smaller Innovative or differentiated rolling papers/wraps <ul style="list-style-type: none"> (1x1g, 10x0.35g, 3x0.5g etc.) Combo/variety packs in large multipack (10-20 joints) sizes 	<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)

CATEGORY	ATTRIBUTES	PACKAGING/SIZE FORMAT
Vapes	<ul style="list-style-type: none"> • High quality 510 thread vape cartridges in unique flavoured distillate, live resin and rosin in 1g and 1.2g size formats • Single use/all-in-one distillate, live resin and rosin vape pens in unique strains/flavours in 0.5g or 1g size format • Products that are differentiated from current items available in the OCS Product Catalogue • Unique genetics and/or flavours trending in other mature markets • Premium hardware 	<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>Size Format:</p> <ul style="list-style-type: none"> • 1g and 1.2g 510 thread vape cartridges, 0.5g and 1g all-in-one vape pens
Extracts	<ul style="list-style-type: none"> • Infused pre-rolls and 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 • Straight rolled infused blunts/pre-rolls • Infused pre-roll/Blunt variety packs • Unique cultivars and/or flavours trending in other mature markets • More accessible, value price points; hash, resin, diamonds, shatter • Innovative new product formats 	<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 • Packaging that does not allow leaking of concentrates <p>Size Format:</p> <ul style="list-style-type: none"> • Infused pre-rolls/blunts - 1x1g, 3x0.5g, combo/multi packs
Topicals	<ul style="list-style-type: none"> • Bath products; bombs and salts • Relief CBD infused products 	<p>Packaging:</p> <ul style="list-style-type: none"> • Recyclable packaging if possible <p>Size Format:</p> <ul style="list-style-type: none"> • 60ml and larger (non-bath products) • Multi packs (for bath) • Singles (for bath)

CATEGORY	ATTRIBUTES	PACKAGING/SIZE FORMAT
Edibles	<ul style="list-style-type: none"> • Products that are differentiated from current items available in the OCS Product Catalogue • Balanced (THC: CBD) edible offerings in 4–5-piece packs • Chocolate offerings • Low to medium potency per piece edible • Large multi-pack CBD and other minor cannabinoid offerings at accessible price points • Innovation in baked goods and snacking categories • Soft chew offerings with natural sweetener and sugar-substitute options • Low in sugar and sugar free THC forward offerings • Turkish delight (lokum) and other similar confections 	<p>Size Format:</p> <ul style="list-style-type: none"> • Larger multi-packs
Beverages	<ul style="list-style-type: none"> • Opening/accessible price point at full THC potency • CBD offerings at accessible price-points • Balanced cannabinoid offerings • Full flavour/sugar options • Beverages with sugar alternatives and low/no-calorie sweeteners • Non-carbonated options • Warm beverage options • Products that are differentiated from current items available in the OCS Product Catalogue 	
Oils and Capsules	<ul style="list-style-type: none"> • Maximum potency, value-sized oils and caps • New Innovation 	<p>Packaging:</p> <ul style="list-style-type: none"> • Recyclable packaging, if possible <p>Size Format:</p> <ul style="list-style-type: none"> • Oils 30-60ml • Capsules min: 30 per bottle

SEASONAL EVENT - HOLIDAY

Holiday Products

We are sourcing **Purpose-Built Products** for the holiday season. A **Purpose-Built Product** is defined as a product that references (in description and/or product composition) a specific theme and has attributes specific to an event, e.g. eggnog flavored chocolates for the holiday season.

CATEGORY	ATTRIBUTES
Dried Flower	<ul style="list-style-type: none"> • Winter/holiday innovations
Pre-rolls	<ul style="list-style-type: none"> • Holiday theme cultivars, holiday calendar, gift sets
Vapes	<ul style="list-style-type: none"> • Holiday themed, seasonally relevant offerings
Extracts	<ul style="list-style-type: none"> • Winter/holiday themed, seasonally relevant offerings
Edibles	<ul style="list-style-type: none"> • Winter/holiday themed, seasonally relevant offerings • Variety pack (samplers or giftset) e.g. 12 chocolates, 24 chocolates (CBD offerings)
Beverages	<ul style="list-style-type: none"> • Holiday flavour profiles
Topicals	<ul style="list-style-type: none"> • Gift sets; including bath items