

# OCS Assortment Needs Bulletin

## Winter Product Call 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 21, 2023**, and have all required product set-up information ready by the final submission date on **August 23, 2023**.
- Licensed Producers must have the category specific Health Canada license ready by the final submission date on **August 23, 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 Stocked SKU. Upon review, OCS may decide if a SKU would be more appropriate for Flow-Through (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.
- Limited Release SKUs are defined as products that have limited availability and will be managed as a one-time quantity commitment with no replenishment. For more information, please refer to this resource on [Limited Release SKUs](#) located on [Doing Business with OCS](#).

| CATEGORY                   | ATTRIBUTES  | PACKAGING/SIZE FORMAT   |
|----------------------------|---|---|
| <p><b>Dried Flower</b></p> | <ul style="list-style-type: none"> <li>High quality craft cannabis               <ul style="list-style-type: none"> <li>Innovative, unique, trending cultivar</li> <li>Hand trimmed, hang dried, cured, and hand packed</li> <li>7g preferred</li> <li>Sativa dominant preferred</li> <li>Must have strong supply availability and strong brand performance</li> </ul> </li> <li>CBD and balanced-focused               <ul style="list-style-type: none"> <li>Strains specific - unique cultivar</li> </ul> </li> <li>Whole flower (un-milled) large format               <ul style="list-style-type: none"> <li>7g, 14g or 28g</li> <li>Classic legacy cultivars e.g. White Widow, Sour Diesel, GSC, Acapulco Gold, UK Cheese, Northern Lights, etc.</li> </ul> </li> <li>Variety pack (samplers) e.g. 2x3.5g, 2x7g, 4x7g, or 2x14g</li> <li>'420' themed innovation</li> </ul> | <p><b>Packaging:</b></p> <ul style="list-style-type: none"> <li>Eco-friendly packaging, sustainable, highly re-useable and recyclable</li> <li>Nitrogen-flushed packaging</li> <li>Detailed information on packaging (e.g., terpene percentage, strain name, harvest date, name of cultivator)</li> </ul> <p><b>Size Format:</b></p> <ul style="list-style-type: none"> <li>Large format size extension – (14g or 28g)               <ul style="list-style-type: none"> <li>Current in-market 3.5g SKU must have strong sales and inventory fill-rate (Strong Execution and Performance Scores) to be considered</li> </ul> </li> </ul> <p><b>Recommended Master Case Quantity:</b></p> <ul style="list-style-type: none"> <li>6 units per master case (7g, 14g, 28g)</li> <li>12 or less units per master case (3.5g)</li> </ul> |
| <p><b>Pre-rolls</b></p>    | <ul style="list-style-type: none"> <li>High quality flower inputs</li> <li>Trending cultivars in illicit market, premium positioned legacy appealing cultivars               <ul style="list-style-type: none"> <li>Sativa dominant, Haze lineage preferred</li> </ul> </li> <li>Innovative or differentiated rolling papers/wraps in popular size formats               <ul style="list-style-type: none"> <li>(1x1g, 10x0.35g, 3x0.5g etc.).</li> </ul> </li> <li>Combo/variety packs in popular size formats</li> <li>5 joint count multipacks in 0.5g joint size or smaller</li> <li>Large format size extension of popular smaller formats (e.g. 10 to 20 pack of strong selling 3 pack)</li> <li>420 themed SKUs</li> </ul>   | <p><b>Packaging:</b></p> <ul style="list-style-type: none"> <li>Highly recyclable packaging, non-virgin plastics</li> <li>Packaging that minimizes pre-roll movement inside to prevent loss of material</li> <li>Differentiated, unique packaging styles</li> <li>Detailed information on packaging (e.g. terpene percentage, cultivar name, harvest date)</li> </ul> <p><b>Size Format:</b></p> <ul style="list-style-type: none"> <li>Multi-size format packages (e.g. 1x1g, 3x0.5g, etc. In same package)</li> <li>12 unit master case recommended</li> </ul>  |

| CATEGORY        | ATTRIBUTES  | PACKAGING/SIZE FORMAT   |
|-----------------|---|---|
| <b>Vapes</b>    | <ul style="list-style-type: none"> <li>• High quality 510 thread vape cartridges or new/existing closed loop systems in unique flavoured distillate in 1g and 1.2g size formats</li> <li>• Single use/all-in-one vape pens - distillate, live resin &amp; rosin in unique strains/flavours in 0.5g or 1g size formats.</li> <li>• Products that are clearly differentiated from current items available in the OCS Product Catalogue.</li> <li>• Unique genetics and/or flavours trending in other mature markets</li> <li>• Premium hardware proven to avoid/reduce QA issues (clogging, leaking)</li> </ul> | <p><b>Packaging:</b></p> <ul style="list-style-type: none"> <li>• Highly recyclable packaging.</li> <li>• Brand and strain on vapes carts/pens.</li> <li>• Detailed information on packaging (e.g., terpene breakdown &amp; percentages, strain name, flavour)</li> <li>• Retailer preferred 6 pack case quantity.</li> </ul> <p><b>Size Format:</b></p> <ul style="list-style-type: none"> <li>• 1g &amp; 1.2 g 510 thread cartridges.</li> <li>• 0.5g &amp; 1g single use/all-in-one vape pens.</li> </ul>  |
| <b>Extracts</b> | <ul style="list-style-type: none"> <li>• Infused pre-rolls and blunts; products that are differentiated from current items available on the OCS Product Catalogue</li> <li>• Infused pre-rolls/blunts made with interesting or differentiated rolling papers/wraps</li> <li>• Straight rolled "cigarette style" infused blunts/pre-rolls</li> <li>• Unique cultivars and/or flavours trending in other mature markets</li> <li>• Innovative new product formats</li> <li>• 420 Innovation – 420 themed/seasonally relevant SKUs</li> </ul>  | <p><b>Packaging:</b></p> <ul style="list-style-type: none"> <li>• Highly recyclable packaging avoiding the use of 100% virgin plastics</li> <li>• Detailed information on packaging (e.g., terpene percentage, cultivar name, etc.)</li> <li>• Packaging that protects infused pre-rolls/blunts</li> <li>• Packaging that does not allow leaking of concentrates</li> <li>• Retailer preferred 6 pack case quantity</li> </ul> <p><b>Size Format:</b></p> <ul style="list-style-type: none"> <li>• Infused pre-rolls/blunts - variety/taster packs</li> </ul> |
| <b>Topicals</b> | <ul style="list-style-type: none"> <li>• CBD and balanced lotions and creams</li> <li>• Body care products</li> <li>• Intimacy oils</li> <li>• No patch style products for this call</li> </ul>   | <p><b>Packaging:</b></p> <ul style="list-style-type: none"> <li>• Master pack size no larger than 6 units</li> </ul> <p><b>Size Format:</b></p> <ul style="list-style-type: none"> <li>• Lotions and creams min 100g bottle size.</li> </ul>  |

| CATEGORY                 | ATTRIBUTES  | PACKAGING/SIZE FORMAT  |
|--------------------------|---|--|
| <b>Edibles</b>           | <ul style="list-style-type: none"> <li>• Products that are differentiated from current items available in the OCS Product Catalogue</li> <li>• CBD/ CBN and wellness focused edibles</li> <li>• Edibles to feature for 420</li> <li>• CBD 25+ piece Packs</li> <li>• Savory &amp; salty snack offerings</li> <li>• Opening/accessible price point for gummies</li> <li>• No single pack gummies</li> <li>• 5-10 pack gummy offerings</li> <li>• Low in sugar edibles</li> </ul> | <p><b>Packaging:</b></p> <ul style="list-style-type: none"> <li>• Highly recyclable packaging</li> </ul> <p><b>Size Format:</b></p> <ul style="list-style-type: none"> <li>• Retailer preferred 12 pack case quantity</li> </ul>   |
| <b>Beverages</b>         | <ul style="list-style-type: none"> <li>• Opening/accessible price point at full THC potency</li> <li>• Balanced cannabinoid offerings</li> <li>• CBD Beverages with sugar alternatives and low/no-calorie sweeteners</li> <li>• Non-carbonated options</li> <li>• Warm beverage options</li> <li>• Differentiated cannabis inputs</li> <li>• Products that are differentiated from current items available in the OCS product catalogue</li> </ul>                              | <p><b>Packaging:</b></p> <ul style="list-style-type: none"> <li>• N/A</li> </ul> <p><b>Size Format:</b></p> <ul style="list-style-type: none"> <li>• N/A</li> </ul>  |
| <b>Oils and Capsules</b> | <ul style="list-style-type: none"> <li>• Capsules: Soft gels only               <ul style="list-style-type: none"> <li>• No hard caps for this call.</li> </ul> </li> <li>• Oils: High potency CBD (\$30/\$40 range)               <ul style="list-style-type: none"> <li>• No oral sprays for this call</li> </ul> </li> </ul>   | <p><b>Packaging:</b></p> <ul style="list-style-type: none"> <li>• Oils &amp; Capsules: Master case size no larger than 6</li> </ul> <p><b>Size Format:</b></p> <ul style="list-style-type: none"> <li>• Capsules: 10 to 15 or 30 plus format</li> <li>• Oils: 30 ml</li> </ul> |
| <b>Seeds</b>             | <ul style="list-style-type: none"> <li>• 4 &amp; 5 seed pack offerings, no size formats larger than 8 packs</li> <li>• Opening and more accessible price points</li> <li>• Feminized &amp; Auto Flowering seeds</li> <li>• Platinum strains, breath strains and other popular strains</li> </ul>  | <p><b>Size Format:</b></p> <ul style="list-style-type: none"> <li>• 4 &amp; 5 packs</li> </ul>   |



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## Winter Product Call 2023 (January & February Launches)

| INVENTORY OF EVENTS | TYPE OF EVENT    | PRODUCT CALL ASSOCIATION & BULLETIN | INDUSTRY DATE/ DURATION | IN DC DATE | IN MARKET DATE | LAUNCH WINDOW | CLEARANCE PRICING | COMMENTS                           |
|---------------------|------------------|-------------------------------------|-------------------------|------------|----------------|---------------|-------------------|------------------------------------|
| Valentine's Day     | Marketing Driven | Winter PC                           | February 14             | December   | January        | 1st window    | No                | Candidate for Limited Release      |
| 420                 | Marketing Driven | Winter PC                           | April 20                | January    | February       | 2nd window    | No                | DC closure in April                |
| Pride               | Marketing Driven | Spring PC                           | June                    | March      | April          | 1st window    | No                | Candidate for Limited Release      |
| Canada Day          | Marketing Driven | Spring PC                           | July 1                  | April      | May            | 2nd window    | No                | Candidate for Limited Release      |
| Fall Harvest        | Product Driven   | Summer PC                           | August – October        | July       | August         | 2nd window    | No                | Candidate for Limited Release      |
| Holiday             | Product Driven   | Fall PC                             | October – December      | September  | October        | 1st window    | TBD               | Item set up at Limited Release SKU |

***\*Please note: all dates and windows are subject to change***