

**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 10, 2023**, and have all required product set-up information ready by the final submission date on **November 10, 2023**.
- Licensed Producers must have the applicable Health Canada license ready by the final submission date on **November 10, 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.) OCS will share feedback during the submission review phase with final confirmation communicated during the issuance of the NTP.
- You will find reference to "Limited Release" throughout the bulletin. 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>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> </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> <li>Maximum of 6 units per Master Case recommended for 7g, 14g, 28g</li> <li>Maximum of 12 units per Master Case recommended for 3.5g</li> </ul>
<p><b>Pre-rolls</b></p>	<ul style="list-style-type: none"> <li>High quality flower inputs</li> <li>5 joint count multipacks in 0.5g joint size or smaller</li> <li>Slim style joints in packs of 10               <ul style="list-style-type: none"> <li>Large format size extension of strong selling existing 10 pack slim style joints</li> </ul> </li> <li>2 count joint packs in popular size formats (e.g., 2x1g, 2x0.5g)</li> <li>Combo/variety packs in popular size formats</li> <li>Large format size extension of popular smaller formats (e.g., 10 to 20 pack of strong selling 3 pack)</li> <li>Innovative or differentiated rolling papers/wraps in productive formats and segments</li> <li>Pride and Canada Day submissions</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, name of cultivator)</li> </ul> <p><b>Size Format:</b></p> <ul style="list-style-type: none"> <li>Maximum of 24 units per Master Case recommended for 1x0.5g</li> <li>Maximum of 12 units per Master Case recommended for other size formats</li> </ul>

CATEGORY	ATTRIBUTES	PACKAGING/SIZE FORMAT
<b>Vapes</b>	<ul style="list-style-type: none"> <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>• High quality 510 thread vape cartridges or new/existing closed loop systems in spring/summer flavoured distillate, and live resin in 1g and 1.2g 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> </ul> <p><b>Size Format:</b></p> <ul style="list-style-type: none"> <li>• 1g &amp; 1.2g 510 thread cartridges</li> <li>• 0.5g &amp; 1g single use/all-in-one vape pens</li> <li>• Retailer preferred 6 pack case quantity, maximum 12 units per Master Case recommended</li> </ul>
<b>Extracts</b>	<ul style="list-style-type: none"> <li>• Infused blunt variety/taster packs</li> <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 innovative or differentiated rolling papers/wraps</li> <li>• Unique cultivars and/or flavours trending in other mature markets: infused pre-rolls &amp; concentrates</li> <li>• Innovative new product formats</li> <li>• Opening/accessible price point hash</li> <li>• Single small format infused pre-rolls at opening price point: 1x0.5g, 1x0.7g</li> </ul>	<p><b>Packaging:</b></p> <ul style="list-style-type: none"> <li>• Highly recyclable packaging, non-virgin plastics</li> <li>• Packaging that protects infused pre-rolls/blunts from damage</li> <li>• Packaging that does not allow leaking of concentrates</li> <li>• Detailed information on packaging (e.g., terpene percentage, cultivar name, harvest date, etc.)</li> </ul> <p><b>Size Format:</b></p> <ul style="list-style-type: none"> <li>• Maximum of 12 units per Master Cases recommended</li> </ul>
<b>Topicals</b>	<ul style="list-style-type: none"> <li>• Creams and lotions: premium products \$45-50</li> <li>• High CBD products &gt;800mg \$40-45</li> <li>• Balanced products \$35-40</li> </ul>	<p><b>Packaging:</b></p> <ul style="list-style-type: none"> <li>• Recyclable packaging</li> <li>• Detailed information on packaging</li> </ul> <p><b>Size Format:</b></p> <ul style="list-style-type: none"> <li>• Maximum of 6 units per Master Case recommended</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>• Balanced cannabinoid offerings</li> <li>• Spring and summer themed products and flavours</li> <li>• Low in sugar/low calorie and natural ingredient offerings</li> <li>• Limited Release SKUs for Pride and Canada Day</li> <li>• Mid to High CBD offerings at accessible price points</li> <li>• Larger (CBD+ minor cannabinoid) pack size formats in 25+ pieces</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>• Master Case packs of 12 units, or Master Case maximum of 48 units with inner packs of 12 recommended</li> </ul>
<b>Beverages</b>	<ul style="list-style-type: none"> <li>• Balanced cannabinoid offerings</li> <li>• Opening/accessible price point at full THC potency</li> <li>• Broad spectrum infusions</li> <li>• Mid-High CBD offerings at accessible price points</li> <li>• Minor cannabinoid offerings (not exceeding 10mg)</li> <li>• Non-carbonated options</li> <li>• Beverages with sugar alternatives &amp; low/no-calorie sweeteners</li> <li>• Unique and Innovative formats</li> <li>• Dissolvable powders</li> <li>• Cold beverages with summer-themed flavour profiles</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>• Maximum of 12 units per Master Case recommended</li> </ul>
<b>Oils and Capsules</b>	<ul style="list-style-type: none"> <li>• Capsules/Soft gels               <ul style="list-style-type: none"> <li>• 10-15pk under \$25/30pk under \$40</li> <li>• High CBD products min 25mg/high THC products min 7.5mg</li> </ul> </li> <li>• Oils/Bottled Oils               <ul style="list-style-type: none"> <li>• 30ml format \$30-40</li> <li>• High CBD products min 50mg/high THC products min 25mg</li> </ul> </li> </ul>	<p><b>Packaging:</b></p> <ul style="list-style-type: none"> <li>• Recyclable packaging</li> </ul> <p><b>Size Format:</b></p> <ul style="list-style-type: none"> <li>• Maximum of 6 units per Master Case for both oils and caps recommended</li> </ul>

# OCS Assortment Needs Bulletin

## Spring Product Call 2024 (April & May 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
<b>Pride</b>	<b>Marketing Driven</b>	<b>Spring PC</b>	<b>June</b>	<b>March</b>	<b>April</b>	<b>1st window</b>	<b>No</b>	<b>Candidate for Limited Release</b>
<b>Canada Day</b>	<b>Marketing Driven</b>	<b>Spring PC</b>	<b>July 1</b>	<b>April</b>	<b>May</b>	<b>2nd window</b>	<b>No</b>	<b>Candidate for Limited Release</b>
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***