

OCS Assortment Needs Bulletin

Summer Product Call 2024 (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.

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, 2024**, and have all required Product set-up information ready by the final submission date on **March 5, 2024**.
- Licensed Producers must have the category-specific Health Canada license ready by the final submission date on **March 5, 2024**.
- 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 (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>Dried Flower</p>	<ul style="list-style-type: none"> High quality craft cannabis <ul style="list-style-type: none"> Innovative, unique, trending cultivar Hand trimmed, hang dried, cured, and hand packed 7g preferred Purposefully grown low to mid potency strain-specific cultivars CBD and balanced-focused <ul style="list-style-type: none"> Strain-specific unique cultivar Whole flower (unmilled) large format size extension (14g or 28g) <ul style="list-style-type: none"> Must have strong supply availability and strong brand performance Approximately 240 - 270 SKUs to be selected (Please note, these values are for forecasting purposes only and are subject to change without notice.) 	<p>Packaging:</p> <ul style="list-style-type: none"> Eco-friendly packaging, sustainable, highly re-useable and 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"> Maximum of 24 units per Master Case recommended for 3.5g; 12 units preferred Maximum of 6 units per Master Case recommended for larger size formats
<p>Pre-rolls</p>	<ul style="list-style-type: none"> High quality flower inputs High terpene content, full flavour pre-rolls in popular size formats (2x, 5x, 10x) <ul style="list-style-type: none"> Low (approx. <10%) to mid (approx. 10% - 20%) potency options Balanced pre-rolls in popular size formats (2x, 5x, 10x) <ul style="list-style-type: none"> Strain specific, no blends of THC flower and CBD flower 10 joint count packs in 0.3g/0.35g/0.4g (slim style or cone) <ul style="list-style-type: none"> Low (approx. <10%) to mid (approx. 10% - 20%) potency options Combo/Variety Packs of low and mid potency in popular size formats (2x, 10x) <ul style="list-style-type: none"> e.g. half low potency, half mid potency 5 joint count packs in 0.5g joint size or smaller Jumbo format sizes (20 joints+) of strong selling 5x or 10x SKUs 12x or 14x of 0.5g joints of strong selling smaller formats Approximately 230 - 250 SKUs will be selected (Please note, these values are for forecasting purposes only and are subject to change without notice.) 	<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, name of cultivator) <p>Size Format:</p> <ul style="list-style-type: none"> Maximum of 24 units per Master Case recommended for 1x0.5g Maximum of 12 units per Master Case recommended for other size formats

CATEGORY	ATTRIBUTES	PACKAGING/SIZE FORMAT
<p>Vapes</p>	<ul style="list-style-type: none"> • Single use/all-in-one vape pens – summer distillates, live resin & rosin in unique strains in 0.5g or 1g size formats • High quality 510 thread vape cartridges or new/existing closed loop systems in summer distillates, and live resin in 1g and 1.2g size formats • Products that are clearly differentiated from current items available in the OCS Product Catalogue • Unique genetics trending in other mature markets • Premium hardware proven to avoid/reduce quality assurance issues (e.g., clogging, leaking) • Approximately 130 - 145 SKUs to be selected (Please note, these values are for forecasting purposes only and are subject to change without notice.) 	<p>Packaging:</p> <ul style="list-style-type: none"> • Highly recyclable packaging • Brand and strain on vapes carts/pens • Detailed information on packaging (e.g., terpene breakdown & percentages, strain name, flavour) <p>Size Format:</p> <ul style="list-style-type: none"> • 1g & 1.2g 510 thread cartridges • 0.5g & 1g single use/all-in-one vape pens • Retailer preferred 6-pack case quantity, maximum 12 units per master case recommended
<p>Extracts</p>	<ul style="list-style-type: none"> • Infused pre-roll multipacks with joints smaller than 0.5g (0.4g, 0.3g) • Unique genetics trending in other mature markets • Infused pre-rolls & blunts that are clearly differentiated from current items available in the OCS Product Catalogue • Infused pre-rolls with balanced cannabinoid offerings • Innovative new Product formats • Opening/accessible price point hash • Infused pre-rolls/blunts with summer & fall profiles • Infused pre-rolls/blunts infused with premium concentrates • Approximately 150 - 164 SKUs to be selected (Please note, these values are for forecasting purposes only and are subject to change without notice.) 	<p>Packaging:</p> <ul style="list-style-type: none"> • Highly recyclable packaging, non-virgin plastics • Packaging that protects infused pre-rolls/blunts from damage • Packaging that does not allow leaking of concentrates • Detailed information on packaging (e.g., terpene percentage, cultivar name, harvest date) <p>Size Format:</p> <ul style="list-style-type: none"> • Maximum of 12 units per Master Case recommended
<p>Topicals</p>	<ul style="list-style-type: none"> • Large format creams and lotions • 30g roll-on Products • Approximately 15 - 22 SKUs to be selected (Please note, these values are for forecasting purposes only and are subject to change without notice.) 	<p>Packaging:</p> <ul style="list-style-type: none"> • Recommended 6 units per master case <p>Size Format:</p> <ul style="list-style-type: none"> • Large formats at 120ml for lotions and creams

CATEGORY	ATTRIBUTES	PACKAGING/SIZE FORMAT
Edibles	<ul style="list-style-type: none"> • Summer-forward themes and flavour offerings • Fall flavoured items to launch in late August release window • Products that are differentiated from current items available in the OCS Product Catalogue • Sour chews and gummies • Full-spectrum and live resin, rosin and hash rosin soft chew and gummy offerings • Balanced cannabinoid offerings in the soft chew/gummies subcategory • Low in sugar/low calorie and natural ingredient offerings • Mid to high CBD offerings at accessible price points • Approximately 60 - 67 SKUs to be selected (Please note, these values are for forecasting purposes only and are subject to change without notice.) 	<p>Packaging:</p> <ul style="list-style-type: none"> • Highly recyclable packaging <p>Size Format:</p> <ul style="list-style-type: none"> • Maximum of 12 units per Master Case recommended
Beverages	<ul style="list-style-type: none"> • Balanced cannabinoid offerings • Opening/accessible price point at full THC potency (ready-to-drink format) • Broad spectrum infusions • Mid to high CBD offerings at accessible price points • Beverages with sugar alternatives & low/no-calorie sweeteners • Unique and innovative formats • Warm beverages in fall flavour profiles (second launch window) • Approximately 30 - 38 SKUs to be selected (Please note, these values are for forecasting purposes only and are subject to change without notice.) 	<p>Packaging:</p> <ul style="list-style-type: none"> • Highly recyclable packaging <p>Size Format:</p> <ul style="list-style-type: none"> • Maximum of 12 units per master case recommended
Oils and Capsules	<ul style="list-style-type: none"> • Oils: minimum 30ml pack size, High CBD • Approximately 15-22 SKUs to be selected (Please note, these values are for forecasting purposes only and are subject to change without notice.) • Caps: 30 caps per package minimum, high THC (minimum: 10mg per cap) • Approximately 20-30 SKUs to be selected (Please note, these values are for forecasting purposes only and are subject to change without notice.) 	<p>Packaging:</p> <ul style="list-style-type: none"> • Recommended 6 units per master case <p>Size Format:</p> <ul style="list-style-type: none"> • No trial sizes

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	Dec	Jan	1st window	No	*Candidate for Limited Release.
420	Marketing Driven	Winter PC	April 20	Jan	Feb	2nd window	No	*DC closure in April
Pride	Marketing Driven	Spring PC	Month of June	Mar	Apr	1st window	No	*Candidate for Limited Release.
Canada Day	Marketing Driven	Spring PC	July 1	Apr	May	2nd window	No	*Candidate for Limited Release.
Fall Harvest	Product Driven	Summer PC	August-October	July	Aug	2nd window	No	*Candidate for Limited Release.
Holiday	Product Driven	Fall PC	October – December	Sept	Oct	1st window	TBD	*Item set up at Limited Release Sku