

To our licensed cannabis producers,

The Cannabis Wholesale Category Management team at the BC Liquor Distribution Branch (LDB) is launching a product call for the 2024 Winter Holiday Season. Product submissions should be focused on limited-time-only, winter seasonal themed products.

The intent of this program is to offer an assortment of seasonal products to wholesale customers during the 2024 Winter Holiday Season (October – December). Purchase volumes will be communicated to licensed producers after a listing decision has been made. Replenishment orders may or may not be placed to the licensed producers during the season, depending on product sales, available supply, and timelines. ***Please note that any remaining LDB distribution center inventory will be returned to licensed producers at the end of January 2025.***

If you are interested in submitting product applications for the 2024 Winter Holiday Season, **please send all product submissions by June 28th, 2024 to cannabis.products@bcldb.com**. Use the standard New Product Submission template, available on our supplier site (<https://www.bcldb cannabis updates.com/bcldb-cannabis-supplier-information> under Product Listing Application and De-listing) and please refer to the following requirements and deadlines.

Product Call Requirements

- Completed product applications must be submitted by the licensed producer, prior to the submission deadline of June 28th, 2024.
- Only use ***Holiday Product Submission – 2024*** in the subject line.
- Do not include any non-holiday product submissions on the same file, or in the same email.
- Delivery of inventory to the LDB distribution center, no earlier than October 7th, 2024 and no later than November 8th, 2024, must be arranged by the licensed producer for the initial orders placed by LDB.
- Pickup of remaining LDB distribution center inventory by end of January 2025, according to return requests issued by LDB.
- Accurate product registration information must be provided in a timely manner once listings are confirmed.

Example products:

- Seasonal Themed Flower & Flower Variety Packs
- Seasonal Themed Pre-roll & Pre-roll Variety Packs
- Advent Calendars
- Seasonal Chocolates, Baked Goods & Confectionary Items
- Seasonal Beverages
- Seasonal Vape Products

If you have any further questions, please reach out to cannabis.products@bcldb.com for clarification.