



Date: October 26, 2018

## Expression of Interest: Cannabis-Based Products

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Cannabis NB is accepting product proposals for Cannabis-Based Products intended for resale via Cannabis NB retail stores and online via [cannabis-nb.com](http://cannabis-nb.com).

Submitted products will be reviewed for potential listing by and retail via Cannabis NB.

This document includes:

- Process Overview
  - Listing criteria
  - SKU Requirements
  - Portfolio requirements
  - Product criteria
  - Instructions for populating the attached *Product Details* spreadsheet
  - Submission form
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### Key Dates:

Public Expression of Interest Issue Date	Response Required	Notification of Results
October 26, 2018	Monday, November 12, 2018 11:59pm AST	Monday, November 19, 2018

### Key Contact:

Charlotte Carr

Category Manager

[charlotte.carr@cannabis-nb.com](mailto:charlotte.carr@cannabis-nb.com)

Phone: 506-260-5948

Fax: 506-462-2065

## PROCESS OVERVIEW

- Licensed Producers responding to this Expression of Interest must have all federal licenses required to sell and distribute cannabis.
- This Expression of interest includes multiple product types. Preference will be given to proposals that meet the specified **Listing Criteria** and **Product Criteria**.
- Cannabis NB reserves the right not to accept the lowest, highest, or any submission.
- After evaluation of the proposals, Cannabis NB will determine which submissions will make it to the next step of the listing review. At this time, the respondent will be contacted directly and will be requested to provide items listed below under **SKU Requirements**, as well as any other information deemed necessary to source the product(s) and retail them to New Brunswick consumers.
- Respondents to this Expression of Interest are required to submit the following to the indicated **Key Contact** by the specified date.
  - **Product Details** spreadsheet (attached)
  - Detailed brand presentation
  - Signed **Submission of EOI Response** form (Page 7)
- All respondents to this EOI will be notified of the final outcome of the review via email.

## LISTING CRITERIA

- All products must be shipped directly from LP facility to 20 Cannabis NB retail locations and to 1 Third Party Logistics warehouse for e-commerce order fulfillment.
- All products must have an engaging and unique brand concept and packaging
- All products must have competitive wholesale price points.
- All products must have a detailed market strategy, including retail price positioning, target consumer, product features and benefits to the customer, potential for product line extensions.
- All products must meet Health Canada package and label requirements
- All products must have a registered UPC number
- All product packaging/labels must have a scan-able UPC barcode
- All product shipping cartons must have a scan-able UPC barcode and be printed with the date of production and the date of expiry.

## SKU REQUIREMENTS

Should the respondent's product proposal be accepted in part or in full, Cannabis NB will reach out via email to request the following:

- Excel grid with full product specifications - Product number(s), minor cannabinoids, terpenes, package and carton dimensions, etc.
- Scan-able image of each product barcode
- Professional image of the Product Package, if applicable.
- Professional image of the Product.
- Professional image of the dried flower bud.
- Image of the brand logo.

## PORTFOLIO REQUIREMENTS

For the initial phase of recreational cannabis retail, CANNABIS NB has identified the need for the following product types:

- Seeds
- Dried Flower
- Extracts
- Topicals

## **PRODUCT CRITERIA**

- The below criteria may be revised subject to response to this Expression of Interest.
- The Manufacturers Suggested Retail Price must include sales tax (15% in NB)
- Quoted wholesale prices must include any and all excise/duty costs, and freight for delivery to Cannabis NB or our designate receiver. HST will be added to the Quoted wholesale.

\*During the initial phase of recreational cannabis retail, Cannabis NB anticipates operating 20 retail locations throughout the province of New Brunswick, and contracting one Third Party Logistics warehouse located in central New Brunswick for e-commerce order fulfillment.

### **Category: Dried Flower**

Dried Flower will represent 75-80% of the final SKU count.

Cannabis NB is interested in offering a full assortment of products at retail price points that will cater to a wide range of customers.

**Sub-category:** Whole Buds

**Formats:** 1g, 3.5g, 7g, 15g

**Price Point:** MSRP less than or equal to \$13.99/g

**Cannabinoids:**

High THC/Low CBD

Medium THC/Low CBD

THC:CBD

Low THC/High CBD

**Species:** Indica, Sativa, Hybrid

**Sub-category:** Milled Flower

Formats: 1g, 3.5g

**Price Point:** MSRP less than or equal to \$9.99/g

**Cannabinoids:**

High THC/Low CBD

Medium THC/Low CBD

THC:CBD

Low THC/High CBD

**Species:** Indica, Sativa, Hybrid

**Sub-category:** Pre Rolls (0.5g)

**Formats:** Single pack, 3 pack, 5 pack

**Price Point:** MSRP less than or equal to \$7.99/Pre Roll

**Cannabinoids:**

High THC/Low CBD

Medium THC/Low CBD

THC:CBD

Low THC/High CBD

**Species:** Indica, Sativa, Hybrid

**Specifications:** Preference will be given to brands also proposed for the Whole Bud sub-category

## **PRODUCT CRITERIA** (continued from page 4)

### **Category: Extracts**

Extracts will represent 15-20% of the final SKU count.

**Sub-category:** Infused Edible Oil

**Formats:** 15ml – 30ml bottle

Including oral syringe or dropper for serving

**Price Point:** MSRP less than or equal to \$2.30/ml

**Cannabinoids:**

Medium THC/Low CBD (Max 20mg THC/ml)

THC:CBD

Low THC/High CBD

**Species:** Indica, Sativa, Hybrid

**Sub-category:** Soft-gel Capsules

**Formats:** 15 pack, 30 pack, 60 pack

**Price Point:** MSRP less than or equal to

\$2.50/capsule

**Cannabinoids:**

Medium THC/Low CBD (Max 20mg THC/ml)

THC:CBD

Low THC/High CBD

**Species:** Indica, Sativa, Hybrid

**Sub-category:** Oral Spray

**Formats:** 15ml – 30ml bottle

**Price Point:** MSRP less than or equal to \$2.30/ml

**Cannabinoids:**

Medium THC/Low CBD (Max 20mg THC/ml)

THC:CBD

Low THC/High CBD

**Species:** Indica, Sativa, Hybrid

### **Category: Seeds**

Seeds will represent <2% of the final SKU count.

**Formats:** Pre-packaged. Ideally 4 seeds/pack

**Price Point:** MSRP less than or equal to \$15.99/seed

**Species:** Indica, Sativa, Hybrid

## PRODUCT DETAILS SPREADSHEET

- There are two tabs on the spreadsheet:
    - One for company information (contacts, shipping/billing information,etc)
    - One for product details
  - **All fields are considered required. Failure to populate applicable information may result in rejection of the product for listing consideration.**
  - Where deemed necessary, a comment has been added to the *Field Name* cells to describe the data required. Fields with a comment have a red triangle in the top right corner of the cell. To view the comment, simply hover your cursor over the cell.
  - Please use the drop-down options wherever indicated (grey cells).
  - Please do not add, merge, or lock cells.
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Please email completed spreadsheet, brand presentation, and signed submission form (*page 7*) to:

Charlotte Carr  
Category Manager  
Phone (506) 260-5948  
Email: [charlotte.carr@cannabis-nb.com](mailto:charlotte.carr@cannabis-nb.com)



## SUBMISSION OF EOI REPOSE

The undersigned acknowledges that the submitted pricing includes all charges for the on-going supply and delivery of the requested goods as called for in these documents.

The undersigned, having read these EOI documents and being fully aware of the requirements, hereby agrees to the on-going supply and delivery of cannabis accessories as configured in *Product Details* spreadsheet provided to Cannabis NB. The prices include all labour, inspections, service, materials, equipment, freight, storage, duty, exchange, fees, and miscellaneous supplies required to complete the work as specified herein:

The undersigned acknowledges Cannabis NB's right not to accept the lowest, highest or any submission received in response to its Expression of Interest.

Yours very truly,

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Print Company Name

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Print Name of Authorized Official

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Print Title

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Signature

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Date

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Print Address

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Telephone/Facsimile Number