



Memo

TO: All authorized cannabis suppliers, processors and distributors

FROM: Vice-President, Responsible Commercialization and Supply Chain

DATE: August 3, 2026

SUBJECT: Update concerning the SQDC's commercialization process

Dear suppliers,

In the summer of 2025, we announced the launch of a new commercialization process. This process was developed in collaboration with industry members through workshops held in May 2025. It was aimed at dynamizing the product offer to enable better customer guidance, to align our processes with the actual situation of our suppliers and internal teams, and to further develop our expertise in product commercialization.

Recently, we obtained feedback from the industry on various aspects of the cycle, including its associated processes, tools and communication activities. Following comments received from a select committee of the Association québécoise de l'industrie du chanvre et du cannabis (AQIC) and its members, we will take the time to conduct a detailed assessment of the recommendations and consider the most promising improvements for the future.

We have therefore decided to pause activities related to the winter 2027 cycle in order to conduct this review.

As a result, submissions already made in response to this product call will not be evaluated. Our current assortment will remain in place during this period.

Vaping products, including cartridges and batteries, are also affected by the pause. Because this category was introduced recently, we will continue to closely monitor its development and continuously analyse its impact.

Meanwhile, the fall 2026 cycle is proceeding as planned, and the assortment decisions announced on June 19 this year remain unchanged.

If our analyses reveal unmet needs in line with our mission of selling cannabis with a focus on health protection, we are open to the possibility of exploring targeted solutions. In that case we will update the industry with the necessary details.

This decision does not affect the objectives underlying the launch of the cycle, nor does it negate the benefits observed to date. Rather, it is aimed at ensuring that the mechanisms supporting the cycle remain effective and adapted to the needs of all parties concerned, so that it can continue to evolve on a solid and sustainable basis.

Additional details on the off cycle call for products with THC content of 10% to 15%

Submissions received in response to the off cycle call for dried flowers and pre-rolleds with a THC content of 10% to 15%, which were accepted until June 26, are also affected by the pause.

As with other product categories, we will retain the ability to take action and evaluate certain submissions if we identify a significant unmet need. In that case, suppliers who submitted proposals will be informed of the necessary details concerning the merchandising of the selected products.

Next steps

We are aware that this decision may raise questions and have an impact on the planning of certain activities. Nevertheless, we believe that this pause is necessary for effectively working with you to prepare the next steps.

The Rendez-vous SQDC event on September 15 will be an important step. The planned afternoon workshops will allow the participating companies to share their perspective and help identify approaches to optimizing the commercialization process.

The adjustments resulting from this process will be incorporated into the tools and documents accompanying the next product call, once it has been prepared. Until then, there are no planned updates to the *Product Call Guide – Commercialization Process*.

We are committed to keeping you informed of the next steps as soon as we know them, and to continuing working in close collaboration with our partners.

If you have any questions, please contact the [commercial strategy team](#), who will be available to guide you during this period.

Thank you for your ongoing cooperation and your commitment to the SQDC's mission.



Geneviève Giroux
Vice-President, Responsible Commercialization and Supply Chain