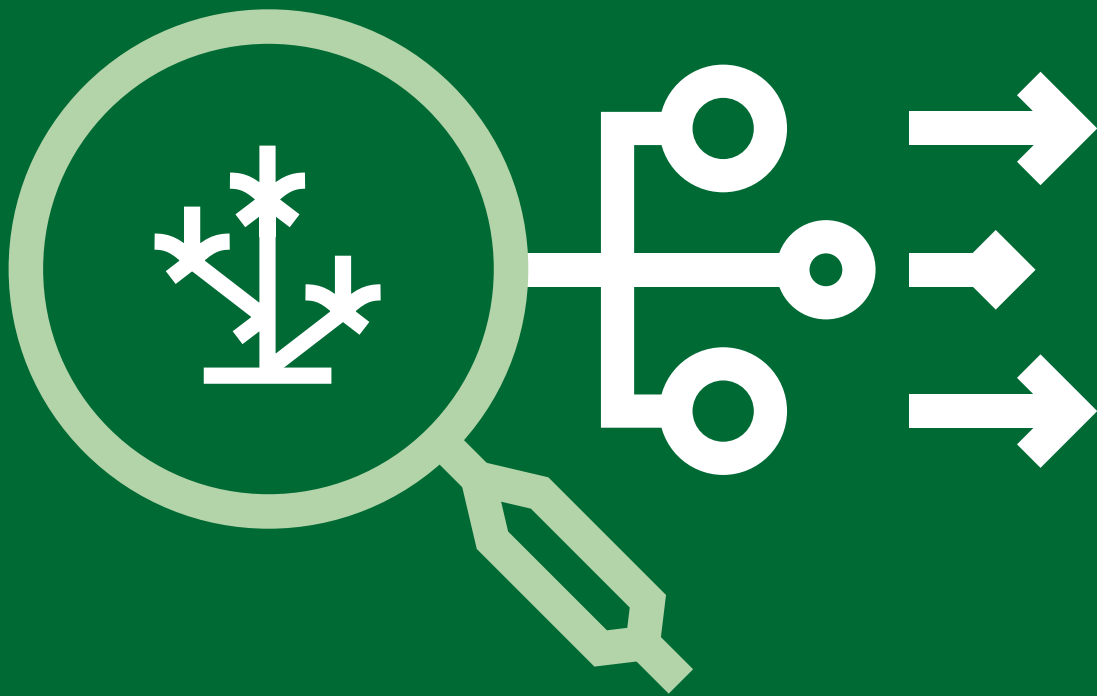


Product Call Guide

Merchandising Process

Updated: October 2025



For
responsible
consumption

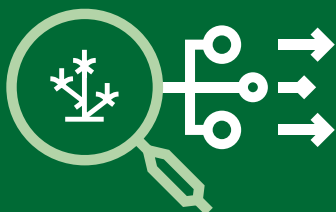


2026-2027 Schedule

Three product assortment refresh cycles, each four months long, are planned each year. All suppliers are required to comply with them:

Product refresh cycle	New product submission and price change request deadline	Announcement of product refresh and price change decisions	Submission deadline for new product listing elements	New product introduction period ¹	Product evaluation period
Summer 2026	November 3 to December 26, 2025	February 20, 2026	March 20, 2026	May 4 to August 28, 2026	June 7 to August 29, 2026 for categories renewed three (3) times per year
					September 13, 2026 to January 2, 2027 for categories renewed once (1) per year
Fall 2026	December 29, 2025, to May 1, 2026	June 19, 2026	July 17, 2026	August 31, 2026, to January 1, 2027	October 11, 2026 to January 2, 2027 for categories renewed three (3) times per year
					January 10 to May 1, 2027 for categories renewed once (1) per year
Winter 2027	May 4 to August 28, 2026	October 23, 2026	November 20, 2026	January 4 to April 30, 2027	February 7 to May 1, 2027 for categories renewed three (3) times per year
					May 9 to August 28, 2027 for categories renewed once (1) per year

1. Each product launch is scheduled for the first week of its designated month.



As part of its product evaluation and selection process, the SQDC makes available to its suppliers an overview of the proposed assortment for its various sales networks (stores and SQDC.ca).

The overview presents:

- The estimated planogram share attributed to each in-store assortment subcategory, the market shares and the performance trends¹;
- The estimated range of the number of products that will make up the assortment in stores and on SQDC.ca.

This information is provided **for information purposes only** to prepare suppliers upstream for product calls and better align the product offer with customers' needs.



The SQDC reserves the right at all times to review or change the size of its assortment and aims to maintain a balanced coverage of all price bands to ensure its offer is representative, accessible and adapted to customers' changing needs.

1. Category variation based on the sales observed during a 12-month analysis period.

1 Category renewals

3x	→ Dried flowers in 3.5 g and 28 g formats → Pre-rolleds and infused pre-rolleds
1x	→ Dried flowers in 1 g and 15 g formats → Hash → Ready-to-drinks → Ground → Kief, resin, rosin → Oils, sprays and capsules → Ready-to-eats, oral strips, cooking ingredients and infusions → Accessories

Our aim is to have a relevant offer throughout the year while also maintaining the flexibility necessary to make adjustments, particularly regarding the number of renewals planned each year. On the decision announcement date for each release cycle, suppliers will receive the complete list of products to be introduced, maintained and withdrawn for the cycle concerned.

2 Product launches

Product launches are on a monthly basis, based on the refresh cycle to which they are attached.

Go-to market

Summer refresh cycle

May	June	July	August
• Dried flowers in 3.5 g and 28 g formats • Ready-to-drinks¹	• Pre-rolleds • Infused pre-rolleds	• Ground	• Oils • Sprays • Capsules

Fall refresh cycle

September	October	November	December
• Dried flowers in 3.5 g and 28 g formats • Hash	• Pre-rolleds • Infused pre-rolleds	• Accessories	• Ready-to-eats • Oral strips • Cooking ingredients • Infusions

Winter refresh cycle

January	February	March	April
• Dried flowers in 3.5 g and 28 g formats • Dried flowers in 1 g and 15 g formats	• Pre-rolleds • Infused pre-rolleds	• Kief • Resin • Rosin	• Ready-to-drinks¹

1. In 2026–2027, the ready-to-drink category will be exceptionally renewed twice: first during the summer refresh cycle, in May, and then again during the winter cycle, in April. Starting in 2027–2028, this category will be renewed only during the winter cycle, with a launch scheduled for April.

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Details about the process

- To respond swiftly and adequately to changes in product offer and demand, the following product categories are updated during each release cycle (summer, fall, winter): dried flowers in 3.5 g and 28 g formats, pre-rolleds and infused pre-rolleds.
- The following product categories are updated only once a year, during the **summer refresh cycle**: ground, oils, sprays and capsules.
- The following product categories are updated only once a year, during the **fall refresh cycle**: hash, accessories, ready-to-eats, oral strips, cooking ingredients and infusions.
- The following product categories are updated only once a year, during the **winter release cycle**: dried flowers in 1 g and 15 g formats, kief, resin, rosin and ready-to-drinks.
- Some **product categories** may be **omitted on purpose** because they were only recently added to the product offer.
- Introduced in November 2025, the **vaping category** is excluded from the refresh cycles. This exclusion is so we can collect and analyze data before determining the number of applicable renewals, the desired introduction periods and changes in the product portfolio.
- During the product evaluation and selection process, analysis is based on a 12-week sales history for the categories refreshed three times a year and on a 16-week sales for categories renewed only once a year.

It includes the following criteria:



Performance criteria used in product evaluation

- | | |
|--|--|
| ✓ Net sales (\$) | ✓ Customers' comments and requests |
| ✓ The supplier's service level for the product concerned ¹ | ✓ The number of quarantines, returns, recalls and complaints |
| ✓ The number of identical strain products in a given subsegment of the portfolio | ✓ The ability of the producer to compliantly submit the various elements necessary to bring its products to market |
| ✓ Local supply | ✓ Provincial and national market intelligence |
| ✓ Meeting the eco-responsible packaging criteria established by the SQDC | |

- **A product deemed underperforming** based on the above evaluation criteria may, with four weeks' advance notice, be withdrawn after 12 weeks of sales in order to allow the offer to be adjusted more dynamically.
- Submission of a desired strain (cultivar) does not automatically result in acceptance of the submitted product(s).
- The SQDC is seeking to sell products that cover the full range of THC levels and encourages submission of low and medium level options.
- Only products submitted by suppliers that, on the submission date, hold a Health Canada-issued licence for processing, an authorization to contract from the Autorité des marchés publics (AMP), a Numéro d'entreprise du Québec (NEQ) issued by the Registraire des entreprises du Québec and GST and QST numbers will be evaluated. Suppliers must also meet all applicable legal and regulatory requirements.
- Product submissions with incomplete information will be systematically refused.

1. The service level is calculated on the basis of the product supply rate, i.e. the ratio between the quantity ordered in light of the supplier's availability limitations and the actual demand with no limitations. The SQDC also takes the producers' maximum production capacity into account. The target standard is a rate of 98%.

4 Summary by category

Definitions

Planogram share: estimated percentage of products offered for sale in stores that belong to this category.

Market share: percentage of overall dollar sales accounted for by this category, based solely on in-store sales over a **12-month analysis period**.

Category trend: changes in sales observed in stores during a **12-month analysis period**, based on the indicators defined in the key below.

SUBCATEGORY	PRICE SEGMENT	PLANOGRAM SHARE	MARKET SHARE	CATEGORY TREND (SEE KEY BELOW)
DRIED CANNABIS				
Dried flowers		36%	52%	Slight decrease
1 g	All segments	1%	0.1%	Slight growth
3.5 g	≤ \$25	30%	29%	Average decrease
	> \$25	70%		
15 g	≤ \$90	64%	3%	Slight decrease
	> \$90	36%		
28 g	≤ \$130	40%	20%	Average growth
	> \$130	60%		
Pre-rolleds		23%	24%	Slight growth
1 to 4 units	≤ \$8/g	26%	6%	Slight growth
	> \$8/g	74%		
5 to 9 units	≤ \$8/g	25%	9%	Slight decrease
	> \$8/g	75%		
10 units and more	≤ \$8/g	69%	9%	Strong growth
	> \$8/g	31%		
Ground		3%	3%	Average growth
SUBTOTAL		62%	79%	
EXTRACTS				
Hash		9%	8%	Slight decrease
Kief		0.5%	0.3%	Slight growth
Infused pre-rolleds		6%	7%	Strong growth
Oils, oral sprays and capsules		7%	2%	Average decrease
Oral strips		0.5%	0.2%	Average decrease
Resins and rosins		1%	0.5%	Slight decrease
SUBTOTAL		24%	18%	
EDIBLES				
Infusions		0.5%	0.3%	Average decrease
Cooking ingredients		0.5%	0.2%	Average decrease
Ready-to-eats		2%	0.5%	Slight decrease
Ready-to-drinks		6%	1%	Slight decrease
SUBTOTAL		9%	2%	
ACCESSOIRES				
SUBTOTAL		5%	1%	Average growth
TOTAL		100%	100%	-

Note: This table applies only to the offer available in stores. For your information, the assortment found in the entire sales network (stores and SQDC.ca) consists of between 500 and 600 products, while the assortment available only online is comprised of between 150 and 200 products.

Key – Category trends

Large decrease	-100% to -30%
Average decrease	-30% to -10%
Slight decrease	-10% to 0%
Slight growth	0% to 10%
Average growth	10% to 30%
Strong growth	30% to 100%

5 Listing on SQDC.ca

SQDC.ca is an important channel for expanding accessibility of the product offer to our various customer segments.

This sales network remains accessible to suppliers whose products are not selected for distribution in stores under the regular planogram but may be selected for distribution exclusively online. When applicable, the SQDC will notify the supplier during the product selection period, when the product refresh decisions are announced.

In short, a product may be listed on SQDC.ca in the following situations:

- ✓ **When it is not selected for release in stores but only for sale online;**
- ✓ **When it is withdrawn from the regular store planogram as part of a refresh cycle.**

6 Important reminders

Product range differentiation

The SQDC has been running a pilot project to trial product range differentiation in a targeted group of stores since 2024. The process aims to better understand how the various subcategories, dominances and subsegments perform so the assortment can be adapted to each store's reality.

Product selection is based on an analysis of regular planogram sales. A minimum assortment has been established in collaboration with the stores involved in the D differentiation and used as a base for building the other assortments (the A, B and C differentiations).

The range differentiation pilot projects currently apply only to new stores that have been opened since May 13, 2024. All other stores continue to use the regular planogram and are not taking part in the range differentiation projects.

The participating stores are divided into four range differentiation groups:

	DIFFERENTIATION A	DIFFERENTIATION B	DIFFERENTIATION C	DIFFERENTIATION D
Number of stores	1 store	2 stores	5 stores	3 stores
Planogram type	Regular (370 products)	Reduced regular (325 products)	Reduced regular (275 products)	Reduced regular (225 products)
Stores involved	Trois-Rivières Ouest	- Pierrefonds - Vieux-Montréal	- Bromont - Sainte-Julie - Sainte-Marie - Donnacoona - Richelieu	- Amqui - Montmagny - Saint-Félix-de-Valois



If you have any questions, please contact the **Commercial Strategy team**:



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Sought strains

- Acapulco Gold
- Afghan Kush
- Afghan Skunk
- AK47 ou All Kush 47
- Alien Kush
- Amnesia
- Ape Shit
- Apple Pie
- Azura Haze
- Banana Mints
- Berry White
- Black Diamond
- Blackberry Gelato
- Blue God
- Blue Monster
- Blue Peppermint
- Blueberry
- Bruce Banner
- Bubba Kush
- Bubble Gum
- C99
- Cereal Milk
- Cherry Bomb
- Cherry Lemonade
- Chocolate Thai
- Cold Creek Kush
- Cookies OG
- Cotton Candy
- Critical Kush
- Dark Desire
- Doctor Doctor
- Double OG Chem
- Exodus Cheese
- Exotic Gas
- Freezeland
- Frosted Fruit Cake
- Frozen Lemons
- Galactic Runtz
- Garlic Funk
- Gary Payton
- Gelato Cookies
- Ghost Train Haze
- Girl Scout Cookies
- GMO Cookies
- Gobbstopper
- Golden Berry
- Golden Goat
- Grape Cream Cake
- Headband
- Headstash
- Hindu Kush
- Hot White Guava
- Ice Cream Cake
- Island Pink Kush
- Jack Herer
- Khalifa Kush
- Khalifa Mints
- Kosher Kush
- Kush Cookies
- LA Confidential
- Lemon Razz
- Lemonberry
- London Pound
- Loud Dream
- M39
- Mandarin Haze
- Mango
- Marshmallow Man
- Master Kush
- Mimosa
- Mint Chocolate Chip
- Northern Lights
- OG Diesel
- Peach Gelato
- Peanut Butter Breath
- Phantom OG
- Pink Cookies
- Pink Runtz
- Pink Slurricane
- Pure Michigan
- Pure Power Plant
- Purple Gushers
- Red Congolese
- Red Kush
- Royal Gorilla
- Silver Haze
- Skywalker Haze
- Skywalker Kush
- Sour Grape
- Sour Kush
- Strawberry Amnesia
- Strawberry Banana
- Strawberry Cough
- Strawberry Kush
- Super Silver Haze
- Super Skunk
- Sweet Berry Kush
- Triple Burger
- Ultra Sour
- Vanilla Frosting
- Vanilla Ice
- Wappa
- Wedding Cake
- White Truffle
- White Widow
- Z-Splitter

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Price changes

- Price changes are evaluated and, once approved, applied according to the schedule for each release cycle (summer, fall, winter).
- The [price change request form](#) should be used (and only by the SQDC's active suppliers) for products already being sold. The form should be submitted no later than the new product submission deadline for the cycle concerned so that the SQDC can make its product release and price change decisions at the same time.
- When a price change request is approved, it takes effect during the revised release cycle (summer, fall, winter) and, more specifically, during the launch of the category concerned. In the event that a proposed price change request is denied, the product may be withdrawn from SQDC stores and the SQDC website.



The SQDC reserves the right at any time to implement off-cycle price changes when deemed necessary to maintain the relevance of the segmentation of its offer while remaining consistent with its mission to sell cannabis with a focus on health protection.

