

The Wholesale Cannabis Category Management team at the BC Liquor Distribution Branch (LDB) is launching a product call for the 2026 Winter Holiday Season. The 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 2026 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 delivery timelines.

**Please note that any remaining LDB distribution center inventory will be returned to licensed producers in January 2027.**

If you are interested in submitting product applications for the 2026 Winter Holiday Season, please send all product submissions by July 1st, 2026 to [cannabis.products@bcldb.com](mailto:cannabis.products@bcldb.com).

Use the attached product application form and please adhere to the following requirements and deadlines.

#### Product Call Requirements

- Completed product applications must be submitted by the licensed producer, no later than the deadline of July 1st, 2026.
  - Submit with the subject line of ***Holiday Product Submission – 2026***
  - Do not include any non-holiday product submissions on the same file, or in the same email.
- Listing decisions are expected to be communicated by August 15<sup>th</sup>, 2026.
  - Products must complete registration within 30 days of approval, sooner is preferred.
  - Delivery of inventory to the LDB distribution center, **no earlier than September 28th, 2026 and no later than October 30th, 2026**, must be arranged by the licensed producer for the initial orders placed by LDB.
- Pickup or destruction of remaining LDB distribution center inventory by end of January 2027.

#### 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](mailto:cannabis.products@bcldb.com) for clarification.