

APPEAL FORM: LISTING PRODUCT WITH ONTARIO CANNABIS STORE

Name:

Title:

Vendor Name:

Date:

State decision you are appealing:

Rejection Letter Issuance Date:

Explain your grounds for Appeal:

Provide information for the item(s) you
are appealing:

Please address listing Criteria questions in table below as it pertains to the feedback provided following Step 1 of the Appeal Process (i.e., initial engagement with the Category Manager):

Criteria	Description	Rationale
PRODUCT INNOVATION	<p>Does this product/brand have current market awareness?</p> <p>Is this product differentiated from items currently available on the Provincial Catalogue?</p> <p>Does this product have proven consumer appeal?</p>	
EXECUTION	<p>Provide an assessment of your ability to successfully launch and commercialize previously approved products.</p> <p>Consider execution metrics such as data changes, supply chain incidents, product recalls and adherence to quality benchmarks.</p>	
PERFORMANCE	<p>Provide an assessment of past sales performance.</p> <p>Provide an assessment of sales performance in other markets.</p>	
COST / VALUE	<p>Does the cost allow this product to be price competitive with the legal and illegal markets?</p>	
MARKET SUPPORT	<p>Does this item have a support plan to drive awareness, demand, and retailer support?</p>	