

The Cannabis Wholesale Category Management team at the BC Liquor Distribution Branch (LDB) is launching a product call for the 2025 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 2025 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 timelines. ***Please note that any remaining LDB distribution center inventory will be returned to licensed producers in January 2026.***

If you are interested in submitting product applications for the 2025 Winter Holiday Season, **please send all product submissions by July 1st, 2025 to cannabis.products@bclddb.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 **product submission deadline of July 1st, 2025.**
 - Submit with a subject line of ***Holiday Product Submission – 2025***
 - 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 15th, 2025.
 - Accurate product registration information must be provided in a timely manner once listings are confirmed.
 - Delivery of inventory to the LDB distribution center, **no earlier than September 29th, 2025 and no later than October 31st, 2025**, must be arranged by the licensed producer for the initial orders placed by LDB.
- **Pickup of remaining LDB distribution center inventory in January 2026**

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@bclddb.com for clarification.

Seasons Greetings!