

OGeez! News With A Twist

OGeez! Gets Dreamy

OGeez! is no longer just flavoring life. It's now flavoring dreams, too.

The company's new Aquaberry-flavored sleep gummy — a 2-to-1 ratio gummy with 10 milligrams of THC and 5 of CBN — hit dispensaries on September 21 and is already flying off shelves.

This new product, which is being sold in navy blue bags under the tagline "Flavoring Dreams" and the name "OGeezzz!" enters a market with high demand for CBN products.

Through July, an estimated \$5.85 million edible CBN products were sold in Arizona this year — up 83% from last year at the same time. And that number is expected to climb.

"A good night of sleep and the ability to relax are crucial," said OGeez! CEO Bran



Noonan. "So many people either pop pills or stare at the TV until 3 a.m. because they can't relax and fall asleep. We're excited to give the people a gummy that can help."

One dispensary source told the Dispatch that OGeez! is already collaborating with several partners to put together a promotional sleep box that will include a bag of the new gummies along with a "bunch of other really cool sleep products."

OGeez! officials declined to comment on that, but said to "stay tuned" for more info.

What is CBN?



- CBN is officially known as cannabinol
- It's one of more than 100 cannabinoids found in the cannabis plant
- CBN is THC that's been exposed to heat and light
- CBN has slightly reduced psychoactive effects when compared to THC
- Initial studies show CBN to be a sleep aid and anti-inflammatory

Sleep Survey!

Last month, OGeez! asked its Instagram followers what they do when they can't sleep. Here's what they said:

DOOM SCROLL

56%

WATCH TV 38%

READ A BOOK 6%



OGeez! Rocks the Beat



the Zona Music Festival December 3-4 and Decadence over New Year's Eve December 30-31. Both of those festivals, which occur in Phoenix, are already generating serious buzz.

"Who doesn't love EDM and music festivals in general," one OGeez! executive said when contacted by the Dispatch. "It was a no-brainer to partner with Relentless Beats on this. We love the wubz."

OGeez! is getting its Electronic Dance Music groove on and teaming up with Relentless Beats to sponsor two upcoming EDM musical festivals, plus the first ever Zona Music Festival.

First up is Goldrush — which is being headlined by AC Slater, Austin Millz, Boogie T and a bunch of others — in Phoenix October 7-9. According to sources, OGeez! will have a "very cool setup" in The Highland Cannabis Park at the event.

The cannabis company is also sponsoring the VIP sections at



Feeling the Pride



Avid readers of the Dispatch already know that OGeez! has come on as Phoenix Pride's sole cannabis "brand" partner.

But a festival source has now leaked confidential information about exactly where OGeez! will be stationed at the LGBTQ+ organization's upcoming pride festival.

The company will have a booth near the main stage and in the VIP section.

Sources told the Dispatch that the company will be giving out Orange Creamsicle gummies as garnishes for the event's signature cocktail.

"Gummies and OGeez! swag will be in high supply," one inside source said.

The event, which will take place October 15-16, is expected to draw a major crowd. It will include 150 performances, 300-plus vendors, an Arts Expo, a KidsSpace, Erotica World and more.

Discount University!



Student discounts are no longer just for the local movie theater and pizza place.

OGeez! is teaming up with three dispensaries — Sol Flower, Hana Meds and The Prime Leaf — to offer discounts on OGeez! to students at ASU and UofA. Students must, of course, be over 21 and show their ID.

"The cost of a higher education is through the roof. We know students will be buying our gummies no matter what. We're excited that they won't have to dig as deep into their wallets with these new student discounts," one OGeez! source said.

"These are three of the best dispensaries in the state," the source added. "We're thrilled to be working on these promotions with them."

RSO gets cocky



Peg's Raspberry Orange RSO has been spotted throughout town bragging about its status as OGeez! top-selling product.

"We've been on the market for less than a year and we've already surpassed all of our OGeez! competition," one RSO gummy told The Dispatch.

The not-so-humble attitude has not sat well with the Orange Creamsicle and Blackberries & Cream — which were long OGeez's top two selling gummies. "This is demeaning and we won't take it," said Orange Creamsicle's Chief of Police. "You have not seen the last of us."

The RSO — named in honor of OGeez! late founder Peggy Noonan — rocketed to success faster than anyone predicted.

"It combines Rick Simpson Oil, which is notoriously bitter, with the signature OGeez! flavor," an OGeez exec said. "It really speaks to the medical and adult markets."

But some are warning RSO to watch its back. According to sources inside OGeez!, the company's new CBN sleep gummy saw the second-highest sales volume last month as dispensaries rushed to place pre-orders.

"RSO better watch out," said one OGeez! fan. "It looks like it's got some stiff competition on its hands."

Piña Colada CAUGHT sipping Mai Tais



The Piña Colada leadership may have petitioned OGeez! for an extension on the flavor's limited-edition, summer-only status, but the rank-and-file gummies are enjoying the off season.

Indeed, the Dispatch spotted a group of Piña Colada gummies hanging out at the hot Phoenix venue Walter Studios scandalously sipping Mai Tais and talking about their winter plans.

"We are totally going skiing in at Mammoth," one Piña Colada was overheard saying. "The powder there is amazing."

The group didn't appear to be too broken up about their break. "We worked really hard over the summer," another said. "Those other OGeez! products don't know how good we have it."

The Piña Colada leadership declined to comment on the encounter and on the Mai Tai scandal, but said they'd look into the matter immediately.

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