

OGeez! News With A Twist

OGeez! Wraps '22 with a bang!

It's been quite a year for the OGeez! Empire. The company has been in growth mode since the start of 2022 and is still picking up serious steam.

According to a memo obtained by The Dispatch, the company now has one of the highest edible distributions in all of Arizona.

"We put our foot on the gas about a year ago and we are still flooring it," said OGeez! CEO Bran Noonan.

In the last 12 months, OGeez! has launched multiple new flavors and products, including the beloved 3-milligram Mini, a Summer Edition Piña Colada flavor and the wildly popular CBN sleep gummy.

On the sponsorship side, OGeez! backed dozens of events, including Bud-A-Palooza and a series of summer pool parties at the Maya Day Club in Scottsdale.



Party planners called both events "off the hook."

On the partnership front, OGeez! teamed up with groups like sports media giant PHNX, entrepreneur backed State Forty Eight Foundation, the dispensary Sunday Goods, Strap Photo Club and a slew of others.

Market observers said they've never seen a company with this much momentum.

"They're one of the most innovative brands out there — both inside and outside of the cannabis space," said the dean of one Ivy League business school. "They are clearly making waves. I wouldn't be surprised if they were in 10 more states by the end of 2023."

OGeez! officials declined to confirm expansion plans, but said to look out for more on that "very soon."

2022 OGeez! HIGHLIGHTS

- Sponsors Buds-A-Palooza & Mangia Ganja
- Announces mega partnership with PHNX
- Sponsors giveaways to Coachella & Phoenix Suns Playoffs
- Launches the Mini
- Releases the Summer Edition Piña Colada gummy
- Sponsors pool party series at Maya Day Club
- Launches Summer Essentials Box
- Teams up with State Forty Eight & State Forty Eight Foundation
- Announces Phoenix Pride sponsorship
- Launches CBN Sleep Gummy
- Showcases CBN at plant.body.soul's Friday High Day
- Sponsors Goldrush Music Festival
- Celebrates one-year anniversary of RSO
- Sponsors Part-Tee Golf Tournament & DUSK Music Festival
- Hosts World of Wonder Party
- Makes big RSO announcement
- Sponsors ZONA Music Festival



OGeez! Fantasyland



The OGeez! World of Wonder party was so epic that guests are still walking around in an OGeez! fog and speaking in OGeez! tongues.

The party — held on December 2 at the hip Downtown Phoenix venue Walter Studios — brought out a Who's-Who of Arizona's cannabis industry for a whimsical OGeez! Fantasyland.

According to sources who attended the bash, guests were jockeying to play carnival games and hanging out in gummy-themed rooms sipping on some "very colorful cocktails."

"My favorite activity was the claw machine," said one guest, noting that she also liked the entire "immersive art" feel, including the movie projections.

Meanwhile, the "Mini Patio" was reportedly filled with oversized chairs and a giant game of Jenga. According to sources, the "CBN Sleep Bar" was draped in waterfall lights and "The Creams Room" included a never-ending library.

Attendees were also reportedly given an OGeez! World of Wonder passport. Those who collected stamps in each themed room were able to redeem them for OGeez! products before leaving.

One dispensary owner called it the "cannabis party of the year," adding that it had "a real Willy Wonka thing going."

"All the guests were really interacting with the art and the games," he said. "It was all just so innovative. I wouldn't expect anything less from OGeez!"

CBD's Happy Balance

OGeez! CBD Ratio Gummy is getting a makeover. In early January, OGeez! is launching the gummy in a new (yet-to-be announced) flavor — and unveiling a package redesign.

While OGeez! officials were tightlipped about the flavor, one company source told The Dispatch that it was "a Cream, not a Fruit."

The news sent shockwaves through the gummy community and inflamed the long-standing rivalry between The Fruits and The Creams. The Fruits argued that if the company is dropping the Raspberry-Orange flavor that it should replace it with another fruit. The Creams, however, contended that there are too many Raspberry-Orange products in Gummyville and that demand is for more creams. It remains to be seen whether the issue will end up in court.

On a less controversial note, the new package has gotten rave reviews and company executives say they're confident that the new Ratio CBD tagline, "A Happy Balance," will connect with consumers.

"This GUMMY truly offers the best of both worlds — a little CBD and a little THC," one source said. "It really gives off Don't Worry, Be Happy vibes. I think it's going to be a big hit."

RSO UPS THE ANTE

Peggy's Raspberry-Orange RSO is taking it up a notch. OGeez! is gearing up to launch the already insanely potent 100-milligram gummy in a 300-milligram version.

While the gummy has shown stunning popularity with both medicinal and recreational consumers, OGeez! officials said the pain-management benefits in an even higher dose will undoubtedly wow the medical market.

"Our medicinal users deserve this product and we're so pleased that we can deliver it," one OGeez! executive said.

Some have also speculated that Peg's RSO — the company's top-selling product — was under pressure to make a power move given the popularity of OGeez! new CBN sleep gummy.

"RSO is clearly flexing here," one CBN gummy said. "We're all about healthy competition. We wish them the best of luck. May the best gummy win."

Golf-a-mania

This is the season to sponsor and attend golf tournaments!

Fresh off sponsoring last month's Par-Tee Golf Tournament in Mesa, OGeez! is at it again. On December 1, the company sponsored the Holiday Classic, hosted by the Executive Council Charities & Executive Council 70 in Scottsdale, a non-profit devoted to helping Arizona's vulnerable youth.

Meanwhile on the same day, OGeez! also attended MITA's Second Annual Charity Golf Tournament.

These tournaments are all a lead up to the golf invasion that's about to take place in Arizona. In early February, the mega Waste Management Phoenix Open — the largest-attended event for the PGA and one of four PGA events this year that saw its purse increased to \$20 million — is returning to Phoenix.

That tournament, which draws hundreds of thousands of spectators annually, is coinciding with the Super Bowl coming to town.

OGeez! officials say they've already set up a "Gummy War Room" to prepare for a "massive run up of cannabis purchases."

Boxing Day!



No, Arizona is not suddenly observing the traditional British holiday of Boxing Day, but it is about to get a lot of new boxes!

That's because OGeez! is on a box kick. The company is reportedly preparing three new box collaborations: A Sleep Box, a Golf Box and a Game Day Essentials Box (see related story).

The boxes will be modeled after the Summer Essentials Box that OGeez! rolled out in August. That box included OGeez! gummies and swag, plus a Strap Photo Club camera, a limited-edition State Forty Eight T-shirt — and a bunch of other must-haves.

Sources say the Sleep Box will launch sometime in December, while the Golf and Game Day boxes will come out in late January. Stay tuned.

Entertainment Section

Silver Screen Gummying

After a Covid dip, 2022 saw a host of new movies. As the curtain closes on the year, The Dispatch looked back on which ones most warrant a cannabis experience. Below is a rundown of some of our favorite films of 2022 — along with an OGeez! gummy pairing suggestion. Happy viewing!

Nope

Written, directed and co-produced by Jordan Peele, this sci-fi horror film was one of our favorites. We recommend popping a CBD Ratio Gummy to take the edge off during the tense scenes.

Top Gun: Maverick

Tom Cruise's return to his iconic Maverick character has some incredible fighter pilot scenes. The Dispatch recommends a Watermelon gummy in a sativa strain. The sativa will keep you alert, very important as you watch a super in-shape, 60-year-old Cruise ripping off his shirt to play football on the beach and training the next generation of Top Gun pilots.

Bob's Burgers: The Movie

You obviously need a gummy for this one. We'd go with a sativa in any flavor. But if you're looking for the maximum cannabis effect, take it up a notch with Peg's Raspberry Orange RSO.

Jurassic World: Dominion

The third and final installment in the Jurassic World trilogy, this mega film has dinosaurs living alongside humans. Take an Orange Creamsicle in sativa and then a CBN sleep gummy before bed so that you can fall asleep without worrying about gummies eaten by a T-Rex.

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