

OGeez! News With A Twist

Welcome to 2023, OGeez! Style



At the end of the year, OGeez! (and the rest of the world) paused to reflect on 2022. But now, with 2023 in full swing, it's time to look ahead.

OGeez! sources say the company has another epic year in the pipeline.

In fact, it's adding a new RSO to the mix. Peg's Raspberry Orange RSO — which is already available as a 10-milligram gummy with 100 milligrams per bag — will now also be sold exclusively to medical consumers in a 30-milligram gummy with 300-milligram bags.

Since launching, the RSO has been the most potent (and most popular) OGeez! gummy on the market. Sources say further upping the dosage is a "major flex" by OGeez!

"The original RSO was a game-changer for both recreational and medical users," one dispensary owner said. "Increasing



the dosage from 10 milligrams to 30 is going to be a huge boon for the medical community when it comes to pain relief."

Beyond the RSO, OGeez! has a slew of other new products, events and expansion announcements up its sleeve.

The company's CBD/THC Ratio gummy is coming out in a new flavor (see related story) this month. And, OGeez! is planning to launch in three new states in 2023 — two on the East Coast and one in the Midwest, OGeez! executives confirmed. They declined to name the states.

"This is going to be a big year for OGeez!," one company executive told The Dispatch. "Arizonans are the OGs. They have shown us that there will be demand for OGeez! everywhere."

Together At Last



The wait is over — well, just about.

By the time The Dispatch hits inboxes, OGeez! will be just days away from launching its Ratio gummy in Strawberries & Cream. The new flavor is replacing the company's existing Raspberry Orange Ratio gummy.

The CBD/THC gummy will also be given a new moniker: Happy Balance. Last month's revelation that the company was going with a Cream rather than a Fruit for its rebranded Ratio gummy sparked protests among Fruits worldwide.

But photos of a Strawberry gummy and a Cream gummy canoodling at a cozy Speakeasy-style bar in Downtown Phoenix have since gone viral and changed many gummy minds.

"They looked really natural together," said one tropical gummy who was sitting a few barstools away from the couple. "It really seems like they were meant to be together. I'm really happy for them and I know a lot of other Fruits who feel the same way."

Taste testers also confirmed that the Strawberries & Cream flavor is an "incredible flavor bomb" that "needs to be brought to market."

Meanwhile, the Ratio gummy's packaging has also been redesigned. The new Kelly Green bag features a peaceful grassy meadow inside OGeez!'s signature oil drop as well as the new Happy Balance tagline. The bag has already been met with rave reviews on the branding circuit.

PHNX Goes Golfing



It's tee time — not to be confused with tea-and-scone time!

OGeez! beloved partner, PHNX, is hosting its inaugural Tee Party at the Dobson Ranch Golf Course on January 13.

The sports media giant is teaming up with Four Peaks Brewing and others to rent out the driving range for golf, food, drinks, games (think corn hole, pickleball and ping-pong), contests and prizes.

The Suns-Timberwolves game will also be playing on jumbo screens for anyone looking for some NBA action.

Sources say OGeez! will have its own tent and will be passing out non-medicated gummies and its latest swag.

The event comes as PHNX and OGeez! are renewing their vows — aka re-upping their highly successful partnership.

"You are going to be seeing a lot more of OGeez! and PHNX together, whether that's on-air via PHNX's podcasts or at joint events," one source said. "These two companies perfectly complement each other."



Cannabis rescues Dry January

Staying away from alcohol for an entire month is no easy feat for those who like to unwind at the end of the day with a drink.

But sources say OGeez! officials have been working on a multi-point cannabis awareness plan to make it easier for Arizonans to successfully detox from alcohol.

For starters, they are encouraging consumers to swap their end-of-day cocktail with an OGeez! Mini (or two).

"The Mini is magic," said one OGeez! source. "I can't tell you how many consumers tell me how much better they feel after popping a Mini than they do after drinking a beer. I think that goes without saying."

OGeez! executives said users would also be wise to bring a 5-to-10-milligram OGeez! with them when they go out to dinner, as well as to concerts, movies, sporting events and get-togethers.

Experts agree that going cannabis free for a month is "absurd," and say they expect more consumers to substitute cannabis for alcohol going forward.

"It's such a no-brainer," one health and wellness analyst said. "It's all about High January, not Dry January."

Back to the Future

Back in 2012, Colorado and Washington became the first two states to legalize recreational cannabis. This month, the Dispatch brings you predictions about where cannabis will be 10 years from now. Here are three things the Dispatch Editorial Board is expecting:

CONSUMPTION LOUNGES

In the year 2033, we believe consumption lounges will be all the rage and that edibles will overtake inhalants as the most popular way to consume cannabis. Rather than going out for alcoholic beverages with friends, ordering cannabis-infused drinks and gummies will be the new norm.

MEGA SPONSORSHIPS

While cannabis players team up with local companies and brands to sponsor music festivals, golf tournaments, pool parties and other activities, we believe that sponsorships will explode down the road. Think the OGeez! Stadium.

FULL LEGALIZATION

Cannabis has come a long way since 2012. It's now legal in some form in all but 11 states. We believe it will not only be legal in every state 10 years from now, but that it will also be legal federally, paving the way for easier banking, credit card use and multi-state operations.

2023 The Resolution Corner

As Americans partake in the annual tradition of setting New Year's resolutions — from exercising more to drinking more water — The Dispatch checked in with one OGeez! mega consumer, Sally Highs, to see what her goals are for 2023. Here's what she said:

Q: What are your cannabis goals for your community this year?

A: Sharing more cannabis with my friends and family. The stigma is gone. You now have grannies and aunts shopping for cannabis. I'm going to start incorporating gummies into my gift-giving rotation and let the Thank You notes roll in.

Q: What are your cannabis goals for yourself in 2023?

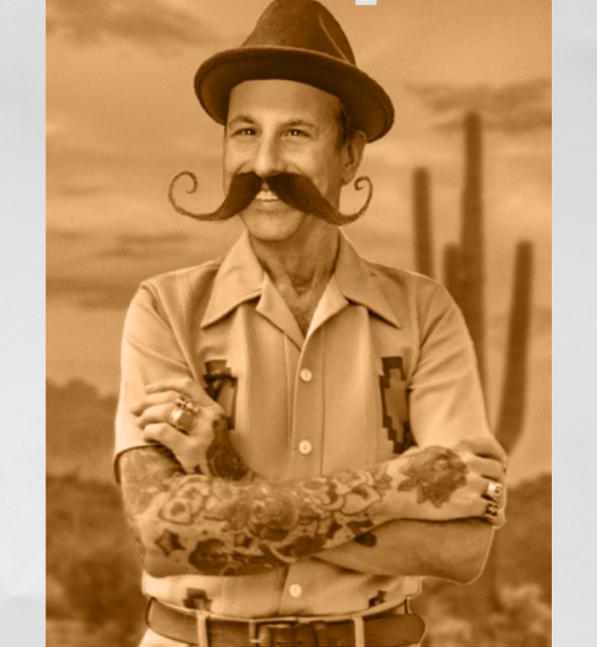
A: More microdosing throughout the day with Minis and more sleep gummies before bed.

Q: Anything you want readers to know about OGeez!?

A: That it's the best gummy on the market and that any cannabis user who isn't a regular OGeez! consumer is missing out big



Meet Windrop OGeez



A photo of OGeez! company co-founder — Windrop OGeez — was unearthed by employees who were reorganizing merchandises last month.

"One of our staffers was looking through a box of T-Shirts and sunglasses when she stumbled upon an old photo album," an OGeez! spokesperson said.

The black-and-white image shows a smiling Windrop with his tattooed arms crossed and a giant handlebar mustache, grinning from ear-to-ear.

Windrop founded the company in the 1800s with his wife Cremiline. The duo opened an apothecary center for healthy living in 1867. Then, in a happy accident, Cremiline identified a way to manipulate gelatin into a giant gummy. Cremiline reportedly took the lead in creating the original OGeez! Brand, with Windrop playing a supportive role.

Still, current day OGeez! employees were taken aback by the striking resemblance between Windrop and OGeez! CEO, Bran Noonan.

"They look like twins," one staffer said. "All evidence suggests that Windrop is Bran's great-great grandfather."

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