

OGeez! News With A Twist

GUMMY DREAM TEAM DEBUTS

After months of anticipation in the cannabis community, OGeez! is getting set to officially announce what it's been up to behind closed doors: A revamp of its flavor line-up and a move to the industry's first-ever, multi-flavor gummy bags.

The company has consolidated its already amazing flavors into two medley products: The Fruits and The Creams. The Fruits will include fan favorite Watermelon as well as two new flavors — Red Apple and Peach. The Creams, meanwhile, will consist of cult classics Blackberries & Cream and Orange Creamsicle and a new buddy, Peaches N' Cream.

To make room for this new wave, the company is saying goodbye to its Tropical gummies.

"Consider this our next flavor generation," said OGeez! CEO Bran Noonan. "It's a real dream team of gummies and we're excited to share it with the cannabis world."

Gummy experts have already started reviewing the new flavors and the results are off the charts.

"I've actually never tasted flavors that are this delicious," said one seasoned taste tester. "The cannabis world is going to fall in love with them. There's just no question."

The New OGeez! Gummy Line-Up

The Fruits:
Watermelon, Red Apple and Peach

The Creams:
Blackberries & Cream, Peaches N' Cream and Orange Creamsicle

Sleep Edition:
Aquaberry

Happy Balance:
Strawberries & Cream

RSO:
Raspberry-Orange

In addition, for those who've had a hard time deciding which bag of gummies to buy, life just got easier. Rather than selling gummies in bags by the flavor, the company is moving to a variety-pack model in two versions: The Fruits and The Creams. Sources say it is the first mixed-bag of its kind in the Arizona cannabis industry.

"This move will not only streamline our line-up, but it will also give consumers a mix of incredible flavors in one bag," Noonan said. "Instead of having to decide which flavor to buy, they'll get all of their favorites."

The changes come on the heels of the recent OGeez! ratio gummy revamp. In January, the company phased out that gummy's Raspberry-Orange flavor and relaunched it under a new name (Happy Balance), a new flavor (Strawberries & Cream) and a new (bright green) package.

Sources told The Dispatch that the company will stop manufacturing its old SKUs and begin rolling out its new ones on May 5.

"It's been all hands on deck getting ready for the launch," Noonan said. "We're excited for Go Time."



Pink Lemonade Anyone?



There's nothing like a tall glass of lemonade on a hot summer day. Well this summer you'll be able to get that refreshing flavor in an OGeez! gummy.

The Dispatch has exclusively learned that OGeez! is launching a summer gummy in ... drum roll, please ... Pink Lemonade!

According to sources, the gummy will launch on the first day of summer (June 21) and will be available through the first day of fall (September 23). This marks the second consecutive year that OGeez! has launched a limited-edition summer flavor. Last year, it saw huge success with the release of a Piña Colada gummy.

"They are 2-for-2 on the summer flavor front," said one analyst at the Academy of Cannabis Studies in Sedona.

Sources say that one key member of the OGeez! Flavor Team has a degree in Lemonade & Ice Tea Studies from Yale University and is a renowned Lemonade Stand judge who travels worldwide looking for high-quality lemonade stands. "Pink Lemonade was a shoo-in for the summer gummy role this year," one official said, adding that the gummy will be available in both indica and sativa.

A spokesperson for OGeez! declined to reveal any more about the company's summer plans, but last year it sponsored a series of "insane" pool parties at Maya Day Club in Scottsdale and had collaborations with cannabis and non-cannabis partners. So, stay tuned.

Pink Lemonade Trivia!

Here's some pool party trivia for you. According to the New York Times, a Chicago man named Henry E. Allott invented Pink Lemonade while working at the circus. He accidentally dropped some red cinnamon candies into some regular lemonade, turning the drink pink. Rather than ditching the batch, he sold it. The rest is history!

COMMERCIAL ALERT!



OGeez! dropped what can only be described as a Super Bowl-level commercial last month.

The sleek 45-second spot, which aired on the company's social media channels, starts with a muted black-and-white scene, but quickly shifts into an explosion of color when Happy Balance gummies appear.

The feedback on the ad has been stellar. In fact, it's landed so perfectly that it's begun to turn heads in Hollywood.

Sources say both the Academy of Motion Picture Arts and Sciences (which awards the Oscars) and the Hollywood Foreign Press (which awards the Golden Globes) are considering adding a "commercial" category — just to give this OGeez! advertisement the recognition it deserves.

"The production is just so well done," the source said. "It will probably be up against Amazon, Dunkin' Donuts and Doritos' Super Bowl ad, but there is no way it doesn't win."

Check out the OGeez!'s Instagram account to see it for yourself.

Entertainment Section



Lady Gummy goes global

Gummyville's own Lady Gummy is headed to global pop stardom. The singer-songwriter just clinched her first-ever global tour.

Tickets sales for the Yummy Gummy tour — which will hit Tokyo, Berlin, Paris, London, New York, Tucson, Mesa, Bisbee and dozens of other international cities — went on sale last month and are being gobbled up fast.

The singer's breakout song, This is Gummyville, has been No. 1 on the Billboard Charts for months and has been downloaded a record 1 billion times.

"The public is yearning to hear about the inner lives of gummies," said one leading music critic. "How is being a fruit different from being a cream? How is being an RSO different from being a CBN? These are all things that Lady Gummy sings about beautifully."

Meanwhile, high-profile musicians from Taylor Swift to Jay-Z to John Legend, Alicia Keys have all been spotted in Gummyville's recording studio with Lady Gummy in recent months, leading to rumors that she's partnering with one (or all) of them on new material.

Sources have also told The Dispatch that Lady Gummy is being buzzed about for Best New Artist of the Year. "She's the 2023 breakout star — no doubt about it."

Until Next Year,



The Grand Canyon State marked another successful year of 4/20 celebrations last month. As usual, the cannabis community came out big with music festivals, movie nights, paint-and-puff gatherings, food trucks, block parties and myriad other activities.

"This is the best cannabis holiday of the year," one reporter in The Dispatch newsroom said. "Every time as she wrapped up a party and popped an OGeez!. "Everyone just comes together to have fun and celebrate this thing we all love and believe in."

For the second consecutive year, OGeez! sponsored the Main Stage at one of the biggest celebrations of all — Buds-A-Palooza, which drew thousands of people and took over a swath of Downtown Phoenix.

Bands including The Expendables, Long Beach Dub Allstars, Ballyhoo! and the Bumpin Uglies along with comedians from Laughing Gas Comedy Club brought down the house. According to well-placed festival sources, the OGeez!'s exclusive VIP concert-viewing area was "the place to be."

One twenty-something — who was carrying an exclusive OGeez! tote bag and had just wrapped up an OGeez! scavenger hunt — said this year's event was "even bigger than last year."

She also said that while the OGeez! Main Stage was the "best spot in the house" that the rest of the attractions — like the Vendor Village and Munchie Mall — were "amazing."

Sources say the event "will definitely" be named one of the best 4/20 events of the year again and that OGeez! will "absolutely" be back as a sponsor.



Gummy Demand Skyrockets for Mother's Day!

Dispensaries throughout the state are reporting a huge surge in demand for OGeez! gummies as Mother's Day approaches.

According to multiple sources, mothers of all stripes are lobbying family members to buy them gummy gifts this year.

"We are done with flowers," said one mother of two adult children. "They're obviously lovely, but they're not practical. What we need is OGeez! to help take the edge off."

OGeez! is rising to the occasion, providing an array of gummies for mothers (and grandmothers).

"We've got all of Arizona's moms covered," said one company official. "They have worked so hard for all of us. The least we can do is work a little overtime to make sure they have the gummy gifts they need this Mother's Day."

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