

## OGeez! News With A Twist

# It's True: OGeez! rolls out at

## HARVEST Trulieve

OGeez! is now on the shelves at one of the biggest dispensary chains in Arizona.

With 21 dispensaries and counting, Trulieve-Harvest has a giant statewide footprint with locations in Tucson, Scottsdale, Phoenix, Peoria, Glendale and a dozen-plus other high-traffic spots.

OGeez! officials said they are "extremely excited and honored" to be adding such a "high-level, high-quality and fast-growing" establishment to its portfolio.

"We're thrilled to be part of the Trulieve-Harvest family," said Bran Noonan, the CEO of OGeez! Brands. "They are a major multi-state operator that will give us access to thousands of new consumers, and we are very confident that our gummies will be a hit with their clientele."

Noonan said the timing was perfect. OGeez!, he noted, just rolled out Arizona's first-ever, multi-flavor bag of gummies, which come in two varieties:

The Fruits and The Creams. It also introduced a new lineup of flavors.

Those new flavors include Red Apple, Peach, and Peaches N' Cream. They join cult classics Watermelon, Blackberries & Cream and Orange Creamsicle on the OGeez! roster.

Sources predict that those gummies, along with OGeez!'s other products, are going to be "top sellers" for the dispensary group — which formed in 2021 when the Florida-based Trulieve Cannabis Corp. purchased Harvest Health & Recreation Inc. in a monster deal that created one of the largest cannabis companies in the United States.

"Trulieve-Harvest is a great dispensary with a great reputation," one OGeez! source said. "We are psyched to be on their shelves."

The new partners are reportedly planning a slew of promotions and giveaways. Sources say to stay tuned for more details in the coming weeks and months.

"We are psyched to be on their shelves."



## It's Lemonade Stand Time!



Welcome to the #OGeezSummer Lemonade Stand season. With temperatures regularly topping 100 degrees, the company will be hosting pop-up lemonade stands at dispensaries throughout the state to introduce consumers to its Summer Edition gummy: Pink Lemonade.

The first few stands were held late last month at Zen Leaf Mesa, The Flower Shop's Ahwatukee location and Zen Leaf Chandler. According to sources in the lemonade and iced tea community, the company is planning "many more" pop-up stands throughout Arizona this month.

The stands serve free glasses of Pink Lemonade and are giving out non-medicated Pink Lemonade gummies and OGeez! swag.

The new summer flavor was released on June 21 (the first day of summer) and will be available until September 23 (the first day of fall) or until supplies last.

The gummy — which is available in indica and sativa — is the second limited-edition summer flavor that OGeez! has released. Last year, its summer flavor was Piña Colada, which was a major hit with dispensaries and consumers alike. Sources in the Caribbean said they've spotted Piña Colada sitting poolside and chilling. A Piña Colada spokesperson could not be reached for comment.



Forget the dry chicken and tired leftovers that usually call your name for dinner.

Instead hit up the Stoney Summer Supper Series — a cannabis-infused, five-course meal series that is being put on by Tucson Foodie (a community of food lovers) and Tucson Doobie (a community of cannabis lovers).

OGeez! has joined on as a sponsor for the series, which will include one event a month through September. According to sources in the Arizona culinary world, OGeez! will be giving away two tickets to each event on social media and through other channels.

"We are all about flavor in our gummies and this supper series is all about flavor with food," said one OGeez! executive. "Plus, we're all foodies over here. So, it really was a match made in heaven."

Meals will be curated by local chefs Riley Chandler, Feng-Feng Yeh, Wendy Garcia and Kenneth Foy, while non-alcoholic beverages will be handled by Choice & Co.

The first meal in the series took place on June 24 with Chef Chandler at the helm. His menu included a Summer Peach and Mustard Seed Gazpacho, an infused Elote dish, a Mesquite Smoked Duck Breast, Clam Linguine and the Mafia Kitchen Cannoli. Tickets go for \$175 for general admission and \$200 for the VIP package.

"It's worth the price of admission and then some," said one guest who attended the June debut event. "Food and cannabis together ... what could be better?"

## Edible Fans Push for Holiday

Lobbying efforts are intensifying throughout the cannabis industry to give edibles their own holiday.

While 4/20 is a globally recognized day to celebrate cannabis, newer holidays like 7/10, the July 10th day that recognizes concentrates, have more recently emerged.

The origins of 7/10 — aka National Dab Day — are a bit mysterious, but the holiday seems to have started around 2010.

Now momentum is gaining to give edibles, like OGeez! beloved gummies, their moment in the spotlight.

"We think gummies and other edibles deserve their own day," said one member of the Gummyville City Council. "We're testifying at the Arizona State House to make our case in late July."

The Council Member said she and other cannabis organizers have

been collecting signatures throughout the state and are proposing January 11 — the late OGeez! Founder Peggy Noonan's birthday — as the day of observance.

"This will legitimize us in a big way," said one Blackberries & Cream gummy. "We're the fastest growing segment of the cannabis-consumption market. We deserve this."

## Fun 7/10 Fact

Why are cannabis oils products — aka dabs and concentrates — recognized on July 10? Apparently when flipped upside down and read backwards the numbers 710 resemble the word "oil." Stick that one in your rig and dab it.



The summer of OGeez! deals is upon us.

As reported in last month's Dispatch, OGeez! is flooding the zone with steep discounts — including Buy One Get One (aka BOGO) offers — as part of its 2023 #OGeezSummer Campaign.

One source leaked a preliminary list of deals to the Dispatch, though noted that more discounts are likely still being hammered out. Here's a rundown of the deals — which are all for the Pink Lemonade Summer Edition gummy.

### BOGOS

- Arizona Cannabis Society
- Sticky Saguaro (Fridays)
- Valley of the Sun (Friday, Saturday & Sunday)
- White Mountain

### Discount City

- All Greens: 40% off
- Nature's Medicines: 30% off
- Noble Herb: 40% off
- Phoenix Relief Center: 30% off
- Ponderosa: 30% off
- Sticky Saguaro: 40% off (Tuesdays)
- JARS: 1/\$10 100MG bag of Pink Lemonade gummies
- Nature's Wonder: 1/\$10 100MG bag of Pink Lemonade
- The Mint: 1/\$10 100MG bag of Pink Lemonade gummies



Gummyville is still buzzing with excitement after its biggest-ever Fourth of July celebration last week.

The city — which put its festivities on hold during Covid — came back with a bang this year and churned out millions of OGeez! gummies to enhance the celebration.

"Our factories worked overtime to make the gummies that everybody loves," said a Gummyville town spokesperson. "We produced it all: The Fruits, The Creams, Minis, RSOs, Happy Balance and even Sleep Edition gummies for when the parties finally wrapped up."

The lineup of events included a parade, a circus, a 5K, a baking contest, a BBQ competition and, of course, an elaborate firework display.

"We love England, but just like all Americans, our Gummies are proud to be from the U-S-of-A," said Gummyville's Mayor.

This year also took on added significance because Gummyville finally unveiled its new city flag, which is watermelon colored, gummy shaped and adorned with sparkly gummy-like crystals.

## Gummies Gear Up for Twitter Wars



The rivalry between The Fruits and The Creams is entering a new, next-generation realm.

The two OGeez! gummy varieties, which just settled a years-long lawsuit, have launched dueling Twitter handles.

The handles — @TheCreams\_OGeez and @TheFruits\_OGeez — seem to be taking lighthearted jabs at each other.

"We've called a truce and decided that we're stronger together," said The Fruits' chief legal counsel. "It's really just a friendly competition now. The Creams are no joke. They force us to up our game every day."

The Twitter feeds — spin offs of OGeez!'s main handle, @OGeez-Brands — are just getting going. But sources in both camps said to "expect big things" this summer. Follow all three OGeez!'s handles to stay plugged into OGeez! news and abreast of the latest in the Fruits-Creams rivalry.

Tweet, Tweet!  
@OGeezBrands  
@TheCreams\_OGeez  
@TheFruits\_OGeez

Follow the Flavor @ogeezbrands



SIGN-UP FOR ALL THINGS OGEEZ!

