

## OGeez! News With A Twist

# Minis Back From Mystery Break

Mini OGeez! have been mysteriously missing from the market for several months, leaving many consumers angered and perplexed.

In fact, the situation had gotten so severe that OGeez! sent out search crews to locate the 3-milligram gummies. The crews fanned out across the globe and found Minis on all seven continents — taking in the sights, relaxing on beaches, deep-sea fishing, scuba diving and trying new cuisines. “They were living their best lives,” said one of the investigators.

It turns out that leaders in the Mini community told their troops to take a “recharge” break, but to report back to boot camp by mid-summer.

So, in mid-July, thousands of The Minis descended on a 300-acre compound in Gummyville where the small-but-mighty gummies whipped themselves into shape. That was all in preparation for last month when OGeez! released

**“Now that they’re back, our customers can’t get enough of them.”**



them back into the market in its two, new assorted-pack bags: The Fruits and The Creams.

Now, with pent up demand, The Minis are expected to be the “hottest gummy in town.” That’s because both experienced cannabis users and newbies are aggressively trying to get a hold of them.

Some say that while the rank-and-file Minis were off exploring the world, Mini leadership was plotting to reclaim the mantle as the top-selling, low-dosed gummy in the market.

“I’ve heard they’ve been in War Room-mode,” said one social media influencer and microdoser. “They are coming back in these OGeez! assorted packs that nobody expected. Their rivals are going to drop like flies.”

Dispensary owners say The Minis are flying off the shelves. “For the last few months everybody has been asking about them. Now that they’re back, our customers can’t get enough of them.”

# ADULT LEMONADE STANDS HIT ALL TIME HIGH

Lemonade stands are proliferating big time in Arizona. But in a bizarre twist they are being set up by adults — not kids.

“They are everywhere. You can barely walk three blocks in Arizona without seeing one,” said one source.

But the really wild thing is that rather than serving regular lemonade they’re all reportedly serving pink lemonade.

According to lemonade stand analysts, 98% of all the stands statewide have “gone pink” because they’ve been inspired by the OGeez! Summer Edition Pink Lemonade gummy and by the lemonade stands OGeez! has hosted at Trulieve, Zen Leaf, The Flower Shop and dozens of other dispensaries.

One source said this “copycat effect” is the “ultimate form of flattery.”

“The Pink Lemonade gummy has captured Arizona’s imagination,” she said. “Everyone is popping these gummies, drinking pink lemonade and wearing pink.”

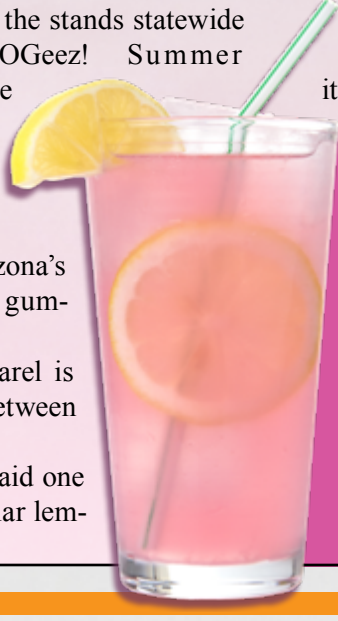
The source conceded that the bump in pink apparel is partly related to the Barbie craze, but noted that “between Barbie and Pink Lemonade it’s bananas.”

“We couldn’t have planned it better if we tried!” said one OGeez! executive. “Statistical models show that regular lem-

onade may be fully extinct by mid 2024.”

OGeez! introduced the Pink Lemonade gummy on June 21 and will cease sales on September 21. While OGeez! is currently sold out of Pink Lemonade, dispensaries still have stashes on hand. “They are moving fast so anyone who wants them should get in ASAP,” one budtender said.

Not surprisingly bets are being made about what flavor OGeez! will release next summer. A company spokesperson said only that it would “blow everyone’s minds.”



## No Refill on Contract!

Higher ups in the Pink Lemonade camp reportedly tried to petition OGeez! to extend the contract of the Summer Edition gummy through fall.

The move did not succeed, meaning that the gummy will sunset on the last day of summer as planned. Sources said Piña Colada tried to do the same last year to no avail. A company executive said they “could not in good conscience extend the contract.”

“We told our customers it was a limited-edition product,” he said. “We will not go back on our word.”

# STATE FORTY EIGHT Can't Stop, Won't Stop

It’s not easy to leave a steady 9-to-5 job and launch a business with no guarantee of paycheck. But it’s in the American DNA to do it anyhow.

Thankfully, the State Forty Eight Foundation is guiding Arizona’s budding business minds through the craziness.

This month the group — a non-profit offshoot of the hip State Forty Eight lifestyle brand — is holding its annual Entrepreneur Speaker Series. And according to high-level business sources, OGeez! will be a lead sponsor.

“We love this event so much that we’ve signed on as a presenting sponsor again,” one deep OGeez! source confirmed. “This is right up our alley.”

Arizonians agreed that OGeez! is the perfect sponsor.

“Just imagine all the local businesses that wouldn’t exist if someone didn’t have the guts to make a big bold move: Apple, Starbucks and OGeez! were all just someone’s ideas at one point,” one woman told The Dispatch as she was sitting on a Tucson bench drinking a venti latte, writing a memo on a Word document and grabbing a Happy Balance gummy out of her bag.

The four-week speaker series will take place every Wednesday in September at Walter Studio in Phoenix. Speakers include Darren Rovell, a former ESPN reporter and the founder of KickStand Cocktails, Brooke McGregor, the owner/CEO of Kaleidoscope Juice and Bran Noonan, the CEO of OGeez!.

The foundation has \$50,000 in grants to award to qualifying attendees. And for the month of September, OGeez! and The Flower Shop are

partnering up to contribute to the foundation, giving \$1 for every bag of OGeez! purchased at the dispensary to benefit local entrepreneurs.

“This is a brilliant event,” said OGeez! COO Erik Diehn. “It speaks directly to our spirit at OGeez! We know there are so many cool and viable business ideas out there and we’re so excited to see what they are.”

## Speaker Series Sneak Peek

The State Forty Eight Foundation’s annual Entrepreneur Speaker Series is designed as a low-cost, educational and networking event for Arizona’s budding entrepreneurs. Below is a list of the remaining weekly topics. Log onto the organization’s website [here](#) for more details.

- Sept. 13: Authentic Leadership & Brand Identity
- Sept. 20: Building a Community for Brand Growth
- Sept. 27: Scaling Sustainably

# OGeez! Pops in @PHNX



OGeez! CEO Bran Noonan made a guest appearance on PHNX’s Sun Devils podcast last month and it did not disappoint.

The 10-minute segment started with a PHNX host calling OGeez! Pink Lemonade gummy “the number one” scratch made gummy and ended with a game of “hot or not” in which everyone weighed in with a “yay or nay” on a bunch of topics.

Those topics included Twitter changing its name to X; Barbenheimer (the combo of the two blockbuster movies Barbie and Oppenheimer) and old-school lemonade stands.

All agreed that X was maddening — with Noonan conceding that it was undeniably hot in the cultural zeitgeist in a “nauseating sort of way.”

Meanwhile, everyone loved that Barbie and Oppenheimer were bringing people back to the movies and loved the idea of a “double header feature” as a throwback to the 1950s. And lemonade stands generally got a thumbs up, though some showed concern for hosting them in the crazy Arizona heat.

In other news, Noonan, a longtime New York City lawyer, announced last month on LinkedIn that he would be leaving his law profession behind to focus exclusively on OGeez!

“This is one of the most unexpected, exciting, and surreal professional moments I’ve ever experienced,” he wrote. “Practicing law has been an extremely fulfilling career. . . . But this is a tremendous, unique opportunity that I cannot pass up.”



# OGeez! Hits the Books

OGeez! is gearing up for its annual college tour. The company’s street teams will be greeting students as they flood back to Arizona State University, University of Arizona and other campuses statewide.

OGeez! reps will be giving out non-medicated gummies and tokens that will be redeemable at nearby dispensaries.

The company will also be onsite at a bunch of college-friendly businesses.

Last month it was at the sandwich shop Cheba Hut in Mesa and at Extreme Bean in Tempe where it hosted a “Coffee on OGeez!”

Stay tuned for more details on the back-to-college program, which will include promotions and discounts at dispensaries statewide throughout the semester.

“We’re here for our college customers,” said an OGeez! spokesperson. “We know they’re on a budget and we’re going to make sure they get the discounts they need.”



# OGeez! Health Section Cannabis Goes Gray

It should not come as a newflash to Arizona’s cannabis industry that seniors are one of the fastest-growing sectors of the market. But the word is spreading.

Last month, CNN aired a documentary by top-flight medical journalist Dr. Sanjay Gupta, who said that cannabis is having a “senior moment” and that the 65+ demographic is now “the fastest-growing group of cannabis users in the United States.”

Gupta, who a decade ago declared his skepticism of medicinal cannabis, did an about face, writing in an accompanying article that he “came to the realization that in some cases, not only did cannabis provide relief, it was the only thing that did so.”

He noted that studies have found that seniors are finding relief with cannabis for insomnia, aches, pain and mood and that “they regularly prefer it to other medications they were often prescribed, such as sleeping pills, antidepressants and even opioids.”

OGeez! executives said they were “ecstatic to see someone with Gupta’s credibility explain how seniors can benefit from cannabis.”

“We’ve all known this for a long time, but reporting like this goes a long way to normalize it for the general population,” said one source.

Another pointed out that OGeez! was founded by a senior — the late Peggy Noonan, who took her cannabis every night before bed.



Meanwhile, seniors throughout the Arizona are chomping at the bit to get their hands on OGeez! in the aftermath of Gupta’s documentary, which was titled “Weed 7: A Senior Moment.”

Inside sources say OGeez! is planning to ramp up all efforts with seniors this fall when all of the Snowbirds get back to town.



## We’re Cannabis Creating Creatures!

The term cannabinoid gets thrown around a lot. But did you know that humans have their own endocannabinoid system? As Dr. Gupta reported on his CNN special, that means that “humans have receptors for cannabinoids, and that we have cannabinoids ourselves. We are little cannabis-creating and consuming creatures.”

The system creates a homeostasis or “balance” in the body, but as we age we make fewer cannabinoids and “lose the homeostasis.” That makes us more susceptible to problems with sleeping, pain and mood. So, go ahead and replenish!

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