

## OGeez! News With A Twist

# Are All-Natural Gummies Next?

Something is stirring in OGeez! World — and it seems to involve people who like yoga.

Dispatch staffers have recently spotted a number of people walking around OGeez!'s headquarters "carrying yoga mats and wearing shirts that say namaste."

In addition, the company's research-and-development lab has been buzzing.

Sources say "this level of activity is not normal," and note that it's "consistent with what we've seen before other new products have dropped."

"This is exactly what happened back in '21 before Peg's Raspberry RSO launched — minus the yoga attire," said one source who's been staking out the company's campus for the last few weeks. "We're starting to take bets on what it's going to be this time."

Lobbyists for several multi-billion-dollar industries — including the anti-aging and weight loss sectors — have reportedly been pressuring OGeez! to roll out gummies that target their communities.

But the yoga mats along with a bunch of people carrying "tote bags, refillable shampoo bottles, micro greens and bags of granola," suggest that the health-and-wellness community is involved.

One source speculated that the company is putting the finishing touches on an all-natural, whole-plant, live rosin gummy. OGeez! executives declined to comment, but did say "Whole Foods" would be proud of its next creation.

Live rosin gummies have seen a massive spike in popularity in the last few years, with demand now "through the roof." Those gummies include a full spectrum of cannabinoids.

Meanwhile, the company reportedly has a second gummy in the works. That one will reportedly launch in late November (see related story).

An OGeez! spokesperson said only: "Mum's the word on these exciting new products, but I'll tell you that it's going to be a big fall for OGeez!"

## Gummies spotted outside AZ



Several key OGeez! gummies have been spotted in other states, fanning rumors that the company is looking to expand beyond Arizona.

Two well-known gummies — an RSO and a Mini — have reportedly been talking to real estate brokers nationally and touring commercial properties in several states including New Jersey, Massachusetts and Illinois, sources told The Dispatch.

Company executives declined to comment on why these gummies — both members of the Gummy Leadership Council at OGeez! — were seen wearing hard hats and scouring for properties elsewhere.

But cannabis analysts say they've long anticipated OGeez! to go multi state.

"The company has proven itself as a powerhouse in Arizona," the head of the Gummyville Graduate School of Cannabis said in a sit-down interview. "This is the next logical step. I expect big things on the national stage from this brand."

## That's a Wrap on Supper!

The cannabis-infused, five-course meal plan dubbed the Stony Supper Series wrapped last month after a wildly successful run.

The program — which was put on by Tucson Foodie (a media and event organization dedicated to local Arizona food) and Tucson Doobie (a community of cannabis lovers) — included four cannabis-infused meals cooked by top local chefs.

Several executives at OGeez!, a sponsor for the series, said the meals were "insane" and that the four chefs — Riley Chandler, Feng-Feng Yeh, Wendy Garcia and Kenneth Foy — "delivered with flying colors."

The series featured one event a month and wrapped late last month with Foy cooking the final meal. Tucson Foodie noted that Foy's "creativity lies in carefully crafting recipes that incorporate cannabis in a way that enhances the flavors and elevates the dining experience."

Foy himself told Tucson Foodie that his dishes utilized cannabis flower that is "high in the terpene caryophyllene" and said the flavor was "siphoned through a rich tomato broth."

OGeez!'s Kyle Jennings, the company's vice president of marketing & sales, said the "food was incredible and the cannabis-infusion was beyond belief."

"To say these meals were curated to perfection would be a huge understatement," he said. "We can't wait for next year."

# Gummies Go to Washington



Cannabis gummies from all over the country descended on the nation's capital last month to lobby for cannabis banking-and-tax reform.

Roughly 2 million gummies boarded buses and planes in all 50 states to join the rally.

OGeez! sent a group of 75 gummies, including one Blackberries & Cream who delivered a raucous speech that ended with the crowd chanting "O-Geez, O-Geez, O-Geez!"

"It was electric," he told The Dispatch. "On a daily basis we may be in competition, but we are all fighting for the same for common-sense, cannabis regulations."

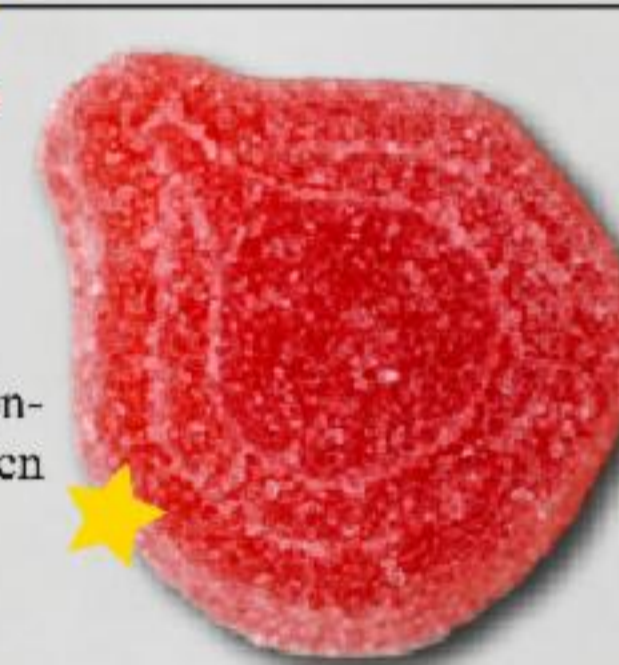
He added: "We need to bring the federal government into the year 2023. It's ridiculous! We are a tax-paying, job-creating, above-board industry."

The rally came just before the Senate's crucial committee vote on the Secure and Fair Enforcement Regulation (SAFER) Banking Act — designed to finally give legal cannabis businesses access to bank accounts, small business loans and other traditional financial services. That bill comes after another potentially Earth-shattering development.

In August, the Biden administration recommended that cannabis be changed to a Schedule III drug — the same category that Tylenol with codeine is in — from a Schedule I (the category that heroin and LSD are in). The Drug Enforcement Agency now gets to decide.

"These two changes would be transformative for the industry," said one Watermelon gummy who attended the rally. "We will keep the pressure on until changes are made. I'm happy to come back to DC. We need to have our voices heard. The sightseeing is an added bonus."

## Congrats, OGeez!



We at the Dispatch are not surprised, but last month OGeez! was voted the best edible brand for 2023 by the Phoenix News Times.

"We are so honored," said Bran Noonan, the company's CEO. "We're especially proud of the fact that it was a Readers' Choice award. It's a great publication and we will wear the recognition with pride."

The Dispatch extends its warmest congratulations to OGeez! It would have been our pick, too ... obviously!

## A Sitdown with Seth Washinowski



Back in July, OGeez! announced that it would be rolling out on the shelves of Trulieve Harvest.

The dispensary has a giant footprint, with 21 dispensaries in Arizona.

This month, The Dispatch sat down with the dispensary's Executive Director of Retail, Seth Washinowski, to get his take on the cannabis industry and more.

**Q: How long have you been in the cannabis industry and how did you get started?**

**A:** I just celebrated one year both in the industry and with Trulieve. I love the cannabis industry and its ability to help people. Seeing the industry's social impact and being a part of the push to be recognized as a legitimate industry that is designed to help people is something I enjoy.

**Q: What makes Trulieve different?**

**A:** Trulieve is a leader within the cannabis space that strives to put the customer first. We also invest the time to develop our store teams

into future leaders within the industry, and this is one of the most impactful things we do. I also love to see a strategy come to life and witness how ideas become action.

**Q: What makes a great cannabis gummy?**

**A:** A great cannabis gummy connects the brand with a customer's emotions. The targeted effects help too! Unique but recognizable flavor profiles are also important in the gummy category.

**Q: How does OGeez! set itself apart from other gummies in the game?**

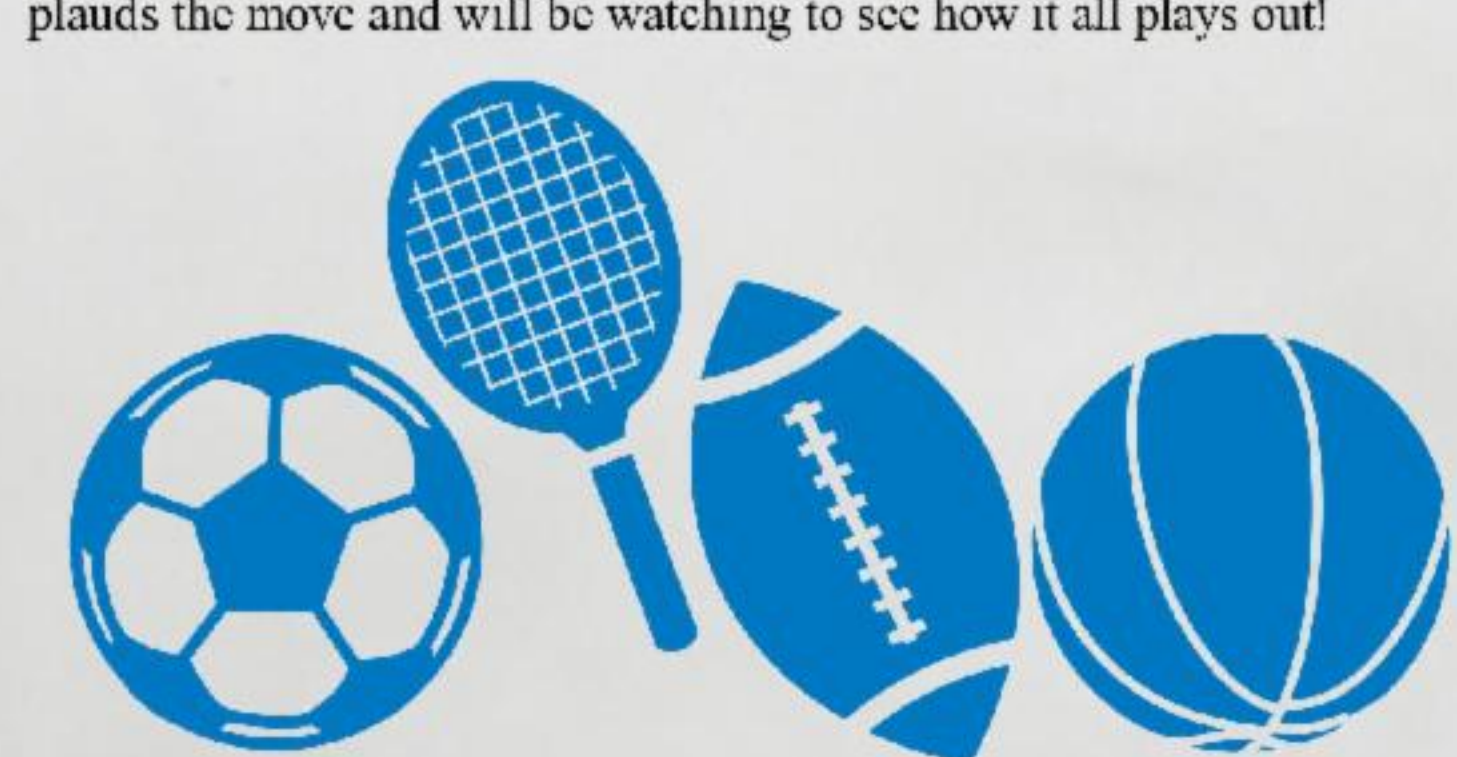
**A:** OGeez! has a great story within the Arizona cannabis industry. The product is consistent and the value they bring to our stores is solid, they've proven to be a great partner to us at Trulieve. I personally love The Creams and think they help differentiate OGeez! from others in the gummy space.

**Q: What is your favorite OGeez! gummy and why?**

**A:** Orange Creamsicle is my favorite flavor. It's a great double-layer blend and reminds me of the classic creamsicle from my childhood.



The NCAA, which oversees competitive college sports, is considering loosening its cannabis restrictions. Last month, an NCAA committee recommended removing that is not a performance-enhancement drug and that the change is simply coming into alignment with the "cultural and legal landscape." The Dispatch applauds the move and will be watching to see how it all plays out!



Everything is getting bigger in Gummyville: The houses, the trees, the dogs, the cats and — most noticeably — the gummies.

Scientists have been working around the clock to figure out why everything in Gummyville is growing, but so far they've come up empty handed.

Several anonymous sources say they've found documents indicating that OGeez! is working on something "big" and that the tinkering at the company is doing in the lab could be linked to the out-of-control growth in Gummyville.

"Everything has doubled in size, including me," said one Red Apple gummy. "I feel like something exciting is going on at OGeez! that's causing all of this, but I can't put my finger on what it is."

OGeez! executives declined to comment, but did say they were working on something "large" and that consumers could expect more news soon and a new product by late November.

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