

OGeez! News With A Twist

OGeez! Celebrates Epic Year



Well played, OGeez! The wildly successful cannabis brand somehow outdid itself in 2023.

After a whirlwind 2022, many industry experts predicted that the company would have no choice but to slow down this year. But that did not happen — in the slightest. “They gunned it again,” said one cannabis analyst. “We didn’t think it was possible, but they continue to prove everyone wrong.”

OGeez! started 2023 on offense, rolling out its famed Peg’s Raspberry Orange RSO in a mega 30 milligram gummy for medical users. From there, it piled on new products along with sponsorships and events — and revamped its entire flavor line-up. Then, it was named best edible company of the year by the Phoenix Times News. As one dispensary source said: “These guys are not afraid to take the gummy by the horns and just go for it.”

The OGeez! 2023 Highlight Reel:

- Rolled out RSO in a 30-mg option for medical users
- Launched Happy Balance in a new flavor: Strawberries & Cream
- Launched Limited Edition Pink Lemonade Summer Gummy
- Revamped flavor line-up & introduced first-ever, multi-flavor bag of gummies in Arizona
- Voted 2023’s best edible brand by Phoenix Times News
- Dropped hot 45-second commercial on social media
- Sponsored Buds-a-Palooza, Phoenix Pride, Stoney Summer Supper Series, PHNX’s Outside Shots podcast, State Forty Eight’s Speaker Series and more...
- Rolled out in mega dispensary chain Harvest | Trulieve
- Introduced a vegan, live-rosin gummy dubbed The Naturals
- Launched The Big OGeez!, a mega version of the RSO



OGeez! Attracts Love in Congress

OGeez!’s two new products are catching on like wildfire — in the halls of Congress.

The company’s two new gummies — The Naturals and The Big OGeez! — are reportedly being secretly passed around the Capitol building.

“From what we’ve heard there are a number of Senators and representatives who are loving them,” said one Washington insider. “This is the first real act of bipartisanship that we’ve seen in years.”

According to one congressional staffer, members of both parties have been spotted laughing together (presumably while enjoying the gummies). Rumors are now swirling that these two blockbuster products have convinced elected leaders that they need to legalize cannabis ASAP.

“These gummies are so good that we can no longer deny the nation the right to cannabis,” said one Senator, who asked to go unnamed, but was against legalizing cannabis until he tried OGeez!. “It’s time.”

The frenzy has extended beyond Washington, too.

“The orders are flying in here in Arizona,” said an OGeez! official. “We’re getting word that they’re going to be the hot stocking stuffer of 2023.”

The Naturals — a live rosin, vegan gummy — arrived at dispensaries statewide at the end of November in a mouthwatering, Sweet Clementine.

Meanwhile, The Big OGeez! rolled out just a week later. The gummy is a mega version of Peg’s Raspberry Orange RSO, one of the company’s most sought-after products. The Big offers that high-potency gummy in 10 perforated pieces — each 10 milligrams. That gives consumers three RSO options: The standard 10 milligram, a 30 milligram for medical users and now the Big.

“We’re so glad that Congress is finally coming around and we’re honored that The Big OGeez! and The Naturals are helping to seal the deal,” one OGeez! official said.

Prescott Gets Its OGeez! On



OGeez! has finalized a partnership with the Findlay Toyota Center in Prescott.

The company will be the first-ever cannabis sponsor for the 5,100-seat multi-purpose arena, which is home to Northern Arizona University’s Men’s basketball team. The site also has a slew of upcoming events (in addition to basketball), including a Monster Truck Tour, the AMA Arenacross (motorcycle racing), and concerts by country musicians Clint Black and Lainey Wilson.

The two-year commitment kicked off in the middle of last month and will include select events. Arena guests should “be on the lookout” for OGeez!’s pop up stands, where brand ambassadors will be on hand with lots of OGeez! materials and tokens for gummies at partnering dispensaries.

“We’re excited to be at the arena and to be hanging in Prescott, which is one of the greatest towns in Arizona,” said one OGeez! official.



Twelve Days of OGeez!

On the first day of Christmas my true love gave to me an OGeez! gummy in a pear tree. And that’s just the start!

OGeez! is getting ready for an onslaught of holiday deals on Arizona’s favorite OGeez! gummies.

The Dispatch has obtained classified company documents about a secret campaign dubbed the “12 Days of OGeez!” The campaign will include deals at dispensaries throughout the state in the 12 days leading up to Christmas, including BOGOs and steep discounts.

OGeez! officials declined to comment on which dispensaries would be participating, but said to keep an eye on the company’s social media feeds in early December for more info.

“The public is not going to believe how good these deals are,” said one OGeez! executive. “Nobody is going to want to miss it.”

Check out [OGeezBrands.com](https://ogeezbrands.com) + follow [@ogeezbrands](https://twitter.com/ogeezbrands) for more info!

TIME

Gummy of the Year

In a surprise to nobody, Gummyville Time & Life Magazine has named Blackberries & Cream the 2023 gummy of the year.

The gummy will be featured in a dramatic black-and-white photo on the cover of the magazine’s December issue, bearing its striking double-layer physique. Magazine editors said they chose Blackberries & Cream because she’s emerged as a “once-in-a-generation leader for Gummyville.”

“Blackberries & Cream has captured the attention of the world,” said the magazine’s publisher. “She is a true social, political and community icon.”

The gummy has been on the front lines in Washington D.C., lobbying for cannabis reform and giving fiery speeches to pro-cannabis groups on the National Mall. In March, she was arrested after chaining

herself to the Lincoln Memorial — an act of political protest that led the federal government to recommend that cannabis be downgraded to a Schedule III substance.

“Blackberries & Cream is willing to do anything for this community,” said one retired Watermelon gummy, who recalled when gummies had no rights.

Meanwhile, over Thanksgiving weekend, Blackberries & Cream chartered a bus to take 25 elderly Gummyville residents out for lunch and to the movies in Tucson and was spotted serving turkey dinners at a soup kitchen.

“Blackberries & Cream is a model gummy and her values are a reflection of this company,” said the CEO of OGeez! He added that she was “the obvious choice” for gummy of the year.

A Sitdown with Konya Lindsey



OGeez! clearly can’t get enough of Harvest|Trulieve! This month, we’re back with Konya Lindsey, Trulieve’s Executive Director of Marketing for the Southwest region. The powerhouse dispensary operates in nine states and has 21 dispensaries in Arizona alone. You can follow Trulieve at harvesthoco.com.

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

I’ve officially worked in cannabis since 2018, but I’ve been familiar with the industry since 2011/2012. My late father’s early onset Alzheimer’s disease is what brought me to cannabis. I was looking for an alternative medical solution to slow his decline and provide him with comfort and relief. In addition to marketing, I’m also a chef. I owned a small CBD edibles company back in 2019 that I sold to a wellness company after earning my second master’s degree in Medical Cannabis Science and Therapeutics. I came to Trulieve as the Executive Director of Marketing for the Southwest in August 2023.

What makes Trulieve different and what’s something you enjoy about it?

As the country’s largest multi-state cannabis operator our mission is to provide a pathway to wellness and relief ... especially when traditional medicine isn’t enough. Trulieve has been a trailblazer in this

regard. Honestly, that’s one of the things I most enjoy about working here. Knowing I play a small part in helping our customers is what motivates me every day.

How does OGeez! set itself apart from other gummies?

The brand story behind OGeez! — Peggy Noonan and the connection to Arizona is a true differentiator. Also, I believe you eat with your eyes first. The company’s fun, eye-catching packaging and branding is also appealing!

What’s your favorite OGeez! gummy and why?

Watermelon was my fave until the Creams were launched. Now it’s the mini indica creams ... hands down. Texture and taste is on point, and it’s dosed low enough for me to enjoy more than one.

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