

OGeez! News With A Twist

Fans Freak as OGeez! Readies Double Product Drop

It's official! OGeez! has two (yes, two!) new products launching in the next few weeks.

The pair — OGeez! Naturals and The Big OGeez! — are expected to shake up Arizona's edibles market.

"Our research-and-development team has been working around the clock and has completely outdone itself," said OGeez! CEO Bran Noonan. "We think these two new products are going to unleash a tidal wave of demand. We are very excited to introduce both of them to our dispensaries and to the public."

The Naturals — a live rosin, mouthwatering, vegan gummy — will be rolled out in Sweet Clementine under the tagline "Whole Plant Goodness." It's debuting in what company officials have described as a "sleek, black bag with gold lettering."

"This is one of the coolest designs I've ever seen," said the director of Cannabis Marketing at one Ivy League business school. "The OGeez! world really pops out of the company's trademark drop. It feels very 3D — like the OGeez! fun is jumping out into your life."

The Big OGeez!, meanwhile, will be a mega version of

Peg's Raspberry Orange RSO, one of the company's most sought-after products. That high-potency gummy will be perforated into 10 pieces — each 10 milligrams.

The fact that The Naturals and The Big are coming down the pike at the same time has put fans into something of a frenzy.

"We're fanatical when it comes to product drops. We have entire social media feeds devoted to trying to figure out what OGeez! will do next," said one rabid consumer.

"We're sort of like Harry Potter fans in that way," she added. "For us having two new gummies is the equivalent of J.K. Rowling releasing two new books at the same time. It's madness!"

While competing gummy brands have been selling live-rosin gummies for some time, market watchers have been waiting for OGeez!'s to get into the rosin game because "the company is superior to every brand out there with flavor, effect and dosing."



What is Live Rosin?

Live rosin has skyrocketed in popularity lately. But what is it exactly and how does it differ from distillate oil and live resin? In a nutshell, it's a solventless concentrate that offers an extremely pure form of cannabis. It starts when freshly harvested cannabis is frozen, locking in the plant's cannabinoids and terpenes. Then the plant goes through an ice water extraction process and a heat-and-pressure finish.

The result is a terpene-rich concentrate (or sap) that has taken cannabis lovers to the next level.

Unlike resin — which is created with the use of solvents and is centuries old — live rosin has only been around since about 2015. That's when California dispensary owner and grower Philip "Soilgrown" Salazar accidentally discovered it. According to news reports, he was using a hair straightener to thin out no-melt hash when he stumbled upon cannabis's next great innovation.



Thanksgiving Giveaways!

Don't be caught gummy-less on Thanksgiving this year. It could have devastating consequences on your family dynamics.

That's because a little cannabis can go a long way in taking the edge off those stressful family exchanges.

To help facilitate a more peaceful, family-friendly landscape OGeez! is rolling out a mega list of promotions for Thanksgiving and Thanksgiving week. (Danksgiving, of course, being the cannabis-friendly — and sometimes cannabis-infused — meal that comes the weekend after Thanksgiving.)

Below is a list of promotions at dispensaries throughout the state. See ogeezbrands.com for more details on each deal.

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| <ul style="list-style-type: none"> 11/21 • Farm Fresh • The Flower Shop • Natures Wonder 11/22 - Green Wednesday! • Verano • Cannabist Tempe • Halo • Botanica • The Mint • Giving Tree • Jars • Medusa • PRC • Story • The Flower Shop • Natures Wonder • NatureMed • Prime Leaf | <ul style="list-style-type: none"> 11/23 Thanksgiving! • White Mountain 11/24 - Black Friday! • Sol Flower • Health for Life • The Good • Noble Herb • Sticky Saguaro • All Greens • SWC Prescott • Ponderosa • The Mint • Giving Tree • Jars • Medusa • PRC • Story • The Flower Shop • Natures Wonder • NatureMed | <ul style="list-style-type: none"> 11/25 • AZCS • SWC Prescott • The Flower Shop • Natures Wonder 11/26 • All Greens • Valley of the Sun • The Flower Shop • Natures Wonder |
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Double Anniversary!

OGeez! is celebrating two big birthdays: Peg's Raspberry Orange RSO turned two last month and its CBN Sleep Edition Gummy is turning one this month.

The two top-selling gummies started as hard-core rivals a year ago, but are reportedly now thick as the others.

"If you see one you know the other is not far behind," said one Gummyville resident. "It's nothing romantic. They just love each other as friends. They're always together and always goofing around."

Big groups of RSOs and CBNs have been spotted all over Gummyville. They have been seen watching college football at Gummyville Sports Bar & Grill on Saturday afternoons and brunching at the Gummyville Bistro on Sundays. (CBNs go to bed early — for obvious REM reasons.)

But they weren't always two peas in a pod.

When the CBN first launched in November 2022, the RSO felt "very threatened." The RSO leadership reportedly even leaked some "not very nice" gossip about CBN to the Gummyville tabloids. In turn, CBN gummies were told by their elected union leaders to give all RSOs the cold shoulder.

But their relationship did a 180 when both sides realized that there was plenty of room for both of them in the market.

According to company officials, the two are now neck-in-neck as OGeez!'s most popular products.

"They are both in such high demand," an OGeez! official said. "They're both living their best lives. We're proud of how far their relationship has come."



Welcomed into Fold! OGeez!' existing gummies are pulling out all the stops to welcome The Naturals and The Big OGeez! The Fruits and The Creams have taken the lead — planning a ticker tape parade and a welcome dinner for the two upcoming launch days. According to a source inside OGeez!, there has been "real growth" among different gummy products recently.

"Not long ago, most OGeez! gummies would have immediately put up a guard and given any new product a lukewarm welcome," the source said, noting that confidence has grown across the board. He cited the relationship between the RSO and the CBN as a prime example (see related story). "They're all realizing that this is a big market with a lot of different needs and that they will do better by joining forces."

A Sitdown with Susan Hwang



BEST DISPENSARY
CULTIVATE GOOD TIMES

In the male-dominated cannabis and business worlds, Susan Hwang is a trailblazer. As the founder and CEO of Best Dispensary — a luxury cannabis retailer with locations in Mesa and Yuma — she has made it a mission to break the cannabis stigma, all while squeezing in skiing, snowboarding, hiking, golfing, shopping and vision-board making.

This month, The Dispatch sat down with the South Korean-born entrepreneur for a wide-ranging chat. Follow her and Best on Instagram at [@susanhwang](https://www.instagram.com/susanhwang) and [@bestdispensary](https://www.instagram.com/bestdispensary).

Q: How long have you been in the cannabis industry?

A: I'm actually one of the original license holders from when the Arizona medical program began in 2011. We opened our first dispensary in Eloy in 2013. That location moved a few times, but is now Best Dispensary in Mesa. The main goal [there] was to launch Best as a brand and help break the negative stigma and connotation around cannabis. We also opened a Yuma location, Yuma Dispensary, in 2013.

Q: Tell us about Best Dispensary and how that journey has progressed?

A: It's been a challenging journey, with Yuma Dispensary in particular. Even though we had opportunities to move into different areas like Phoenix, Tempe or Mesa, we decided to stay in Yuma. At the time, we were the only dispensary in Yuma, and we felt very fortunate about continuing to serve the medical community. We're no longer the sole dispensary there, but we continue to be the only medical and recreational dispensary there to this day.

Q: As a female leader in the male-dominated cannabis and business worlds, do you have any advice for other women in the industry?

A: Being a woman executive/player in cannabis is a challenge, but it's an important pathway to be paved. My advice is to embrace your femininity, embrace that woman's touch, intuition, sensitivity and be true to who you are.

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

A: OGeez!, amongst many gummies, is unique. The most important factor is the founder, Peggy. She and I go way back to 2013 in Eloy. She is no longer with us, but the fact that as a woman entrepreneur, she had an idea and executed it, and was the driving force behind the brand, is very inspirational. Her legacy lives on. The double-layer gummies are also very unique. Now more brands do it, but I feel like OGeez! pioneered that.

OGeez! Nominated for Most October Sightings

OGeez! had a busy October, making appearances at hundreds of events throughout the world. The company's brand ambassadors were spotted in so many venues that a group of die-hard fans nominated them to the newly formed Social Butterfly Council, which oversees corporate appearances.

Highlights from last month include the Dreamy Draw Music Festival and Phoenix Pride. OGeez! reps were giving out non-medicated samples and swag at both.

In fact, the company was the sole cannabis partner at Dreamy Draw, which was held on November 3 and 4 in Scottsdale.

In the lead up to the country-and-western festival, OGeez! held a number of "Listen to Win" events at Zen Leaf locations statewide, giving customers the chance to win a free bag of OGeez! by identifying songs and artists from OGeez!'s Spotify playlist (you can listen to it [here!](#)). That list included a bunch of songs from Dreamy Draw's headliners, including Midland, Trampled by Turtles and Lord Huron.

Meanwhile, OGeez! represented as the only edible sponsor at Phoenix Pride — the mega LGBTQ+ festival.

The two-day event — which has been going on for 40-plus years — saw roughly 55,000 guests and 150 performances all to raise money and awareness for the LGBTQ+ community in Arizona.

"Both events were epic," said one OGeez! brand ambassador. "We love being part of Arizona's community and sharing the OGeez! love. And we're honored to have been nominated as this month's top social business butterfly."



We Love You, Diamondbacks!

A quick shout out to The Arizona Diamondbacks. The team had an amazing run that took them all the way to the World Series.

And while they fell to the Texas Rangers — who won their first World Series ever — the DBacks gave Arizonans a thrilling season. The Dispatch particularly loved watching Zac Gallen crush it on the mound and Lourdes Gurriel rip off his helmet to reveal his spiky purple hair in the dugout. But, alas, it wasn't meant to be this year. And while Arizonans are feeling a little heartbreak, they're still beaming with pride.

"We loved popping an OGeez! and watching the Diamondbacks dominate," said one fan. "We're not fair-weather fans. We had an amazing season and we'll be back rooting them on again next year."

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