

OGeez! News With A Twist

Margarita Farewell Parties Heat Up

Rumors have been swirling that OGeez!'s Summer Flavor, Tangy Margarita, may run out sooner than expected.

The gummy, which was supposed to stick around until the last day of summer (September 22), is reportedly selling at a never-before-seen pace.

"Demand is insane. Our dispensaries can't hold onto it," said one OGeez! executive, who asked to remain anonymous. "We had a set amount of inventory and it looks like we'll probably run through it by the end of August."

That news, which has been trickling out through back channels, has led to impromptu Tangy Margarita goodbye parties all over Arizona, running the



gamut from massive raves to intimate gatherings in parks. But one thing has been a constant: Everyone is making extra pitchers of margaritas and busting out salt-rimmed glasses.

In fact, sales of tequila, triple sec, lime juice and rock salt (the cocktail's ingredients) have also all been through the roof.

"We need to honor the Tangy Margarita gummy," said one fan. "It has been such a huge part of the Arizona summer experience."

When the Tangy Margarita inventory runs out, the gummy will be retired along with its legendary summer predecessors: Piña Colada and Pink Lemonade.

R&D Working on Future Summer Flavors

The Dispatch has exclusively learned that OGeez!'s Research and Development Team is already testing out Limited Edition Summer Flavors for 2025, 2026 and 2027.

While OGeez! executives declined to comment, The Dispatch has talked to three people with direct knowledge of the situation.

One source said the team has spent the last few months traveling the globe, hitting up warm climates and hunting for new flavors. The team is now reportedly back in the United States in a top-secret location, re-tasting flavors and making final decisions. "This is all very exciting!" the source said. "We can't wait to see what they come up."



OGeez! Olympics Kick Off!

For For Arizonans who can't make it to Paris for the Olympics, OGeez! is bringing the games to you.

The company kicked off the "OGeez! Olympics" at the end of July and is hosting interactive games at dispensaries on Thursdays, Fridays and Saturdays for much of August.

The company is featuring a different game each week, including putt putt, air hockey, Pop-A-Shot and foosball, with customers competing for OGeez! swag and budtenders playing to represent their dispensary in competitions with other dispensaries.

"Simone Biles competed in gymnastics, Katie Ledecky competed in freestyle and OGeez! fans, budtenders and dispensaries are going for gold in a medley of hang-out games," said one company executive.

The games are airing on all major TV networks. "We're expecting tens of millions of viewers worldwide," the executive said.

Here's a rundown of where you can find the company and when. Visit www.ogeezbrands.com for more details on times and locations!

THURSDAYS	FRIDAYS	SATURDAYS
● Story Grand	● Zen Leaf Gilbert	● Story South
● White Mountain	● Trubliss	● Story North
● Sol Flower Sun City	● Zen Leaf Mesa	● Flower Shop Phoenix
	● Nirvana Center Apache Junction	● Ahwatukee

Illinois Putting Up Strong '24 Stats

Illinois is on track for another record year in cannabis sales — just as OGeez! is poised to open up shop there.

The state surpassed \$1 billion in cannabis sales on July 1, two weeks before it hit that marker last year.

OGeez! is currently building up its own gummy inventory in the Prairie State and getting ready to hit shelves there.

It's entering the Illinois market with its core lineup of products, including its signature double-layered cream gummies; its market-leading RSO; its award-winning sleep gummy; its THC-CBD ratio gummy and its live rosin, vegan gummy.

Stay tuned for more details on which Illinois dispensaries will be the first to stock OGeez! gummies.



OGeez! is making more headlines in New Jersey.

Last month, the company held two public Q&As for the residents in the town of Maplewood, where it's set to open a commercial kitchen by the end of the summer.

Town Committeeperson, Victor DeLuca, told the local news outlet, The Village Green, that OGeez! will be bringing in revenue for the cannabis-friendly town, which has a population

of roughly 25,000 and several dispensaries.

Meanwhile, recreational sales in the state, which has more than 100 dispensaries, jumped 38% statewide in the first quarter to \$201 million compared to the same time last year.

Bran Noonan, OGeez!'s CEO, said the local facility will employ 15 to 20 full-and-part-time employees. He also said the company will be a "good neighbor" that will "give back to the community."

PickleBall or Bust for Two OGeez! Gummies

Two of OGeez!'s top gummies have made it to Arizona's pickleball finals.

Peg's RSO and Happy Balance have been secretly training and competing against cannabis gummies statewide. Now, their rigorous routine has landed them in the Cannabis Gummy Championship Pickleball Cup. The duo will be playing centerstage against another top Arizona gummy brand later this month. (The Dispatch does not name gummy brands other than OGeez!).

The match will be played in Gummyville's

Stadium, which seats 60,000 gummies.

Pickleball, of course, has skyrocketed in popularity in the last few years and Gummyville has been ground zero for that growth.

One source pointed out that OGeez! late founder Peggy Noonan was an early pickleball adopter and would have been proud to have witnessed this "monumental event."

"She was a woman ahead of her time — whether it was in cannabis or in pickleball," the source said.



Budtender Testimonial!



Budtenders are the eyes and ears of this industry. When they speak, we listen. That's why this month, we're bringing you an Instagram interview that OGeez! posted featuring Ethan Hoover, assistant manager at the Giving Tree Dispensary. Enjoy! We did.

What do you like about working in the cannabis industry?

Working with the public in a retail setting was great. I love to talk to people, but there was something not fulfilling about selling somebody shoes or a bath bomb, whereas cannabis makes an actual impact on someone's life. [I like] having someone walk in the door with a need and being able to address that need ... This is an amazing plant. It's not just weed. There are so many other things it can do.

What should people know about OGeez!?

My honest opinion of OGeez is that it's definitely

one of the industry's leading [companies] in its consistency. Consumers can purchase it time and time again and not have a difference in experience, which I think is something that not all edible brands necessarily have. So, that's something that I love about the brand.

What's your favorite OGeez! product?

Personally, a product that I really love is the RSO gummy. Flavorwise it's delicious and it has some really great benefits for both your medical consumer and your recreational consumer.

Edited for clarity in print!

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