

All The News We Could Find

# The OGeez! Dispatch

Cannabis News Leader

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## OGeez! News With A Twist

# OGeez! Gears Up For 2025!

This past year was a banner year for OGeez!

For starters, it launched in two new states — New Jersey and Illinois — becoming a multi-state operator. And it brought two new gummies to market: The Big Happy Balance and Sugar Free Tropical.

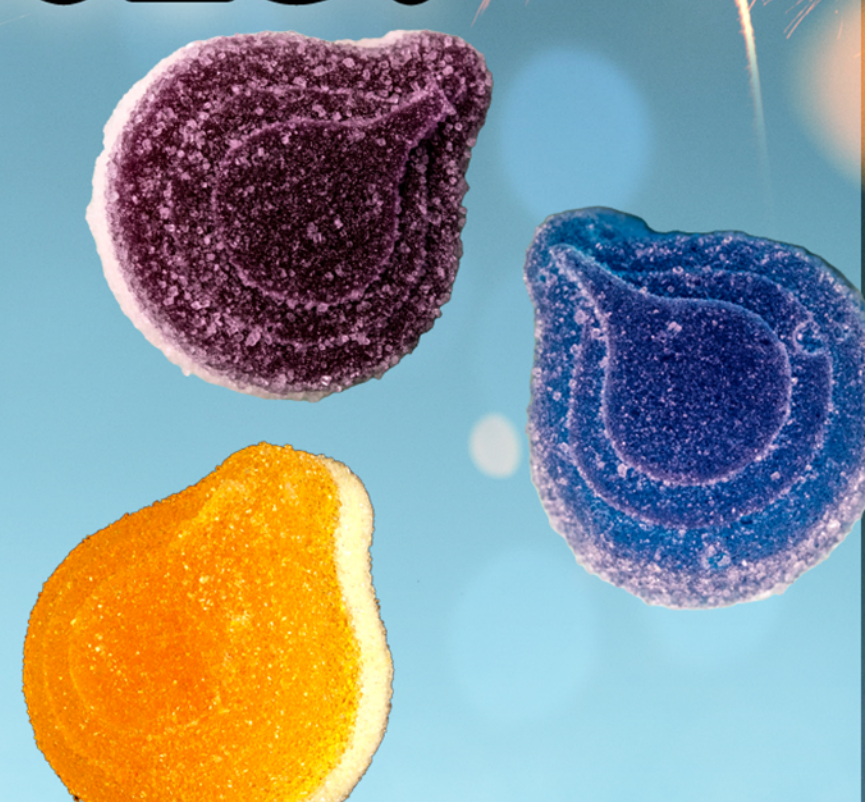
That was all on the heels of dropping Peg's Big RSO, now a top-seller, and its Live Rosin Naturals gummy.

Sources say the company will now be building on those accomplishments "big time."

"We're playing the long game," said one OGeez! executive. "This is an exciting time to be building a brand in the cannabis industry. Of course there are challenges, but the tide is continuing to turn for cannabis in a good way."

In addition to deepening its footholds in Arizona, New Jersey and Illinois, rumors are swirling that OGeez! is preparing to launch in yet-another state. Sources say the company is wrapping up construction on a new facility in the northeast.

An OGeez! spokesperson declined to name what state would be next, but said it would be operational in the first half of this year.



## New Year's = Detox Time

OGeez! is kicking off 2025 with a "No Sugar, New Year" campaign in its beloved Arizona.

The New Year's detox is being "perfectly paired" with the company's new Sugar Free Tropical gummy, which launched in early December.

For the entire month of January, Sugar Free will be on a promotion — selling for two bags for \$25 at select dispensaries.

The new medley bag — a mix of Strawberry Kiwi, Watermelon Guava, and Passion Fruit Mango gummies — has been selling like gangbusters. But sources say dispensaries are expecting sales to "massively spike" in early 2025 as consumers re-commit to healthy living.

"Everyone is re-upping their resolutions," said one budtender. "It only makes sense that Sugar Free gummies would benefit from that."

Observers say the OGeez! campaign also hits a nerve beyond the annual New Year's resolution bump. They say public opinion is shifting away from alcohol and toward cannabis (more on this in next month's Dispatch).

"This is an exciting moment," said one OGeez! fan.

"Everyone I know is slowing down their alcohol consumption and moving deeper into cannabis."



## 'BIG' Rollout Coming to NJ



OGeez! is preparing to launch its lineup of "Big" gummies in New Jersey, the Dispatch has learned.

Sources have confirmed that both the Big Happy Balance — the company's mega-size THC-CBD ratio gummy — and Peg's Big RSO, its super-sized RSO, will be coming to the Garden State.

Company officials say the Bigs should be on shelves in late January or early February. The news comes on the heels of OGeez! bringing its Live Rosin gummy to New Jersey in December.

The Bigs have carved out a cult following in OGeez!'s other markets.

Each gummy is a whopping 100 milligrams perforated into 10 milligram slices.

"They're mega gummies that are met with mega love wherever they go," said one Big lover.



## The Latest and Greatest to Join OGeez!

### New Jersey

The Frosted Nug  
Anja Life  
Flower & Flame  
Green Lightning  
Cloud Nine  
Golden Door  
Hello High  
URB'N  
Cottonmouth  
Brotherly Bud

### Illinois

Snap Canna - Pontiac  
Emerald Dispensary & Lounge  
Nirvana  
NuEra (multiple locations)  
Maribis (multiple locations)

Visit [ogeezbrands.com](http://ogeezbrands.com) to find more dispensaries near you!

## Uncovering Cannabis's New Jersey Legacy

We all know that the cannabis market didn't just magically appear in New Jersey the day recreational use became legal in 2022. Nope. There's a long underground history of cannabis use in New Jersey — as there is worldwide.

To discuss that and more, OGeez! is joining a group of cannabis professionals for the "Underground Legacy to Legal Forum" in Newark this month.

The January 11 event, which will be held at The Take Off Lounge, will include a panel moderated by Dan Ulloa, the editor of the cannabis news outlet, Heady NJ.

OGeez! will be on hand with all of its usual goodies, including gummy samples.

"There's a real legacy of industry pioneers who deserve to be honored," said one OGeez! source. "They set the stage for the legalization."

## Remembering Peggy

OGeez! will pause this month to remember industry pioneer and OGeez! founder, Peggy Noonan, whose birthday was on January 11.

Peggy, who passed away in 2021, had a colorful life that took her from the debutante society of Manhattan's Upper East Side to a Mexican prison for trafficking cannabis in the late 1960s, a fact she treated as a badge of honor.

She later spent years in commercial construction, before coming back to a legal cannabis landscape in Arizona in 2014.

Her son, Bran Noonan, who now runs OGeez!, said his mother would be "over the moon" if she knew the company was in three states. "Her dream was to normalize cannabis and give more people access to its incredible benefits."



## OGeez! Welcomes New Instagram Handle

There's a new handle in town! That's right, OGeez! has relaunched under the new Instagram name: @ogeezgummies!

The new account kicked things off with what some are calling a "wildly innovative" first drop that includes 30 posts that collectively form the lineup of the company's core gummies.

"This is one of the most creative ways I've ever seen Instagram used," said one social media observer. "It's such a fun showcase of the company's colorful and whimsical brand."

Sources say the account is already racking up new followers at a fast clip and that users can expect to find tons of information about new products and company events there, including its pop-up at the grand opening of Ponderosa Tucson on January 18.

Follow OGeez! at @ogeezgummies



## Happy Balance & Peg's RSO Create Perfect Pairing

Happy Balance and Peg's RSO have gotten unusually close and are reportedly calling themselves BFFs.

Observers began noticing the budding friendship a few months ago when an increasing number of consumers began taking the THC-CBD ratio gummy (Happy) along with Peg's RSO and raving about the results.

"It's really the perfect balance," said one consumer. "It's like an Arnold Palmer — the perfect mix of ice tea and lemonade! They are the ultimate flavor and effect combo."

The two have clearly been in sync. "They're definitely feeding off of each other," said one Live Rosin, who said she was "not jealous" of the two. "They've been palling around like they are best friends."



SIGN-UP FOR ALL THINGS OGEEZ!



@ogeezgummies