

OGeez! News With A Twist

OGeez! Launches the Big Sleep in AZ

Prepare to be well-rested, Arizona. OGeez! is launching a big version of its sleep gummy in the Grand Canyon State. Like the company's original sleep gummy, The Big OGeezzz! is formulated with a 2-to-1 mix of THC and CBN, a known sleep aid. But rather than the typical 10-milligram gummy, the Big Sleep is one giant 100-milligram gummy perforated into 10 slices.

The Big Sleep joins two others in the OGeez! "Big" lineup: The Big RSO and the Big Happy Balance, which have both drawn cult-like followings.

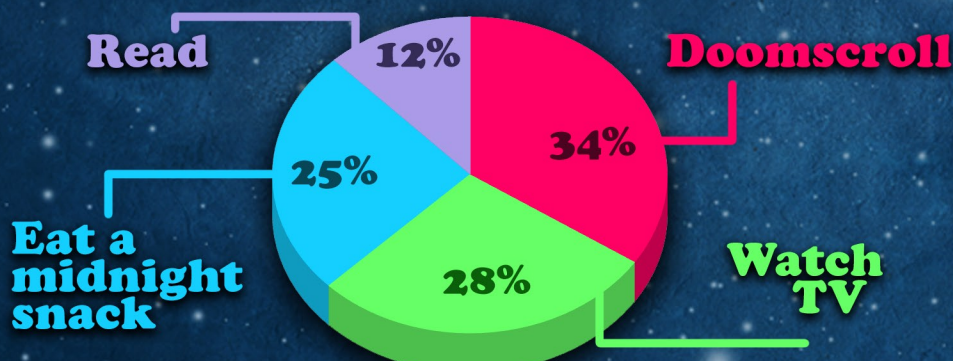
"It's the perfect trifecta of relief, balance and sleep," said an OGeez! executive, noting that consumers have been "dispensary hopping" just to hunt down the Bigs and get their "cannabis needs met."

"We were getting desperate calls and emails at all hours of the night with consumers begging for the Big Sleep," she added. "They need help falling asleep and they're counting on us to deliver."

Sources say the Big Sleep, which comes in Aquaberry, will be on shelves in Arizona this month.

Calling All
Insomniacs!

With the Big Sleep launching in Arizona, OGeez! surveyed its Instagram followers to find out what they do when they can't get any shut eye. Here's what they said.



OGeez! Goes BIG for 4/20

It's go time! That's right, the entire month of April revolves around 4/20 for the cannabis world and OGeez! is no exception.

"We go all out. It's no joke," said one OGeez! staffer. "We're talking parades, galas, promos, pop-ups, festivals, product drops ... you name it, we're doing it."

This year 4/20 is also acting as a key marker for OGeez! Since last April, the company has launched in two new states: Illinois and New Jersey.

"We're definitely coming to 4/20 with more juice this year," said one OGeez! spy. "It's balls to the wall for us all month."

The company is going on a blitz in all three of its states. Here's a sampling of some of what's in store:

💧 **Promotions on all "Bigs" at select Arizona dispensaries, including Mint, JARS, Story and Consume.**

💧 **Sponsorship at Buds-A-Palooza, the mega Phoenix cannabis and music festival.**

💧 **On-sites at several Illinois dispensaries, including Karma Club, Noxx, Nirvana in Palatine, Vertical and Namaste Cannabis & Wellness, where OGeez! will have a party tent.**

💧 **Promotions at dispensaries throughout New Jersey (see related story):**

OGeez! Bets Big
On State 48

Call it a Royal Flush. OGeez! threw its sponsorship behind a charity poker tournament early this month hosted by the State Forty Eight Foundation.

The so-called Bet on Arizona event — which was held at the Player 15 Group Headquarters in Downtown Phoenix — was an evening of high-stakes poker and casino games, with proceeds going to support the foundation's mission of boosting local Arizona entrepreneurs.

"We know Texas Hold 'em and Black Jack almost as well as we know gummy-making," an OGeez! spokeswoman said. "Plus, what goes better with cannabis than poker and partying for a great cause?"

OGeez! was among a slew of esteemed sponsors backing the event, including Lyft and the Phoenix New Times.

IL Update: Flower Expo + Bleed for Weed

OGeez! executives were spotted making the rounds at the mega Flower Expo in Illinois last month. The B2B event — which was held at the posh event space Sarabande in Chicago — was a see-and-be-seen cannabis affair, with hundreds of dispensary owners, budtenders and cannabis brand executives wheeling and dealing.

OGeez! CEO Bran Noonan reportedly flew in for the event and was seen being interviewed by a media outlet.

FLOWER
EXPO

Meanwhile, OGeez! is bringing back two events in Illinois: Its wildly popular Gummy Making Workshops and its Bleed for Weed drives.

The company recently hosted a workshop at Emerald Dispensary & Lounge in Island Lake and has another on April 18 at Consume in Oakbrook Terrace.

"Consumers love rolling up their sleeves and learning how to mold gummies," one dispensary owner said. "We can't book these events fast enough."

For its Bleed for Weed drives, OGeez! is teaming up with Mystic Greenz in Decatur on April 12 and Mystic Green in Bellville on April 18.

These blood drives are near and dear to the company's heart: This month marks four years since the passing of company founder, Peggy Noonan.

The 4/20 Game Plan for NJ

OGeez! isn't messing around for its first 4/20 celebration in the Garden State. The company has an onslaught of pop-ups and promos in the works at local dispensaries. Plus, it's bringing in yet another crop of new dispensaries. Check out everything below.

Where to Find OGeez! 4/20 Fun!

The Dispensary of Saddle Brook
Highway 90
Midnight Greens
NJ Pure
One Green Leaf
BestBuds
Nightjar
Casa Verde
Hashery
Puffin
Indigo
Cannabist
Joyleaf

OGeez's! Latest
NJ Dispensaries

Legacy To Lifted
SweetSpot Maplewood
Baked by the River
SilverLeaf Wellness
Natural Apothecary
Premo
Botera Harrison

Visit
ogeezbrands.com
to find a
dispensary
near you!

Live Rosin Hits Vegan Speaking Circuit

OGeez! Live Rosin gummy has started a side hustle, the Dispatch has learned.

The solventless gummy, which is now available in all three of OGeez! states, has emerged as a prominent speaker on the vegan circuit.

"She's getting endorsement deals for every kind of vegan skin care and clothing product under the sun and her fan base is exploding," said one vegan influencer, noting that Live Rosin now has 10 million social followers.

She's also become a coveted guest on the vegan speaking circuit, with appearances at high-profile vegan conferences and rallies. And, in March, she was New Jersey's No. 1 Live Rosin gummy.

"The world has fallen in love with her Sweet Clementine flavor, her rich terpenes and her Whole Foods-meets-farmer's market vibe," the influencer said, adding that her one-of-a-kind vegan texture is not pectin, but actually carrageen seaweed.

"She's booking into 2028. You can only get her on the calendar if you know somebody who knows somebody."



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ALL THINGS
OGEEZ!



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