

OGeez! News With A Twist

OGeez! Gears Up for Summer Gummy Reveal

Speculation is running wild about what OGeez! is planning for its fourth-annual Limited Edition Summer Gummy.

Like last year, cannabis activists across the globe have launched a pressure campaign to push OGeez! to reveal details about the gummy early. Their hashtags — #CantTakeTheWait and #TellUsNow — have both gone viral.

One source said the company's top brass even suspect that activists have infiltrated their facilities as undercover employees to get intel on the summer gummy.

But the company is keeping all of those details under lock and key.

"The branded bags are being kept in a secure, undisclosed location," said a source. "Even the employees making the gummies won't know what they're making until it's announced."

An OGeez! spokesperson said, however, that the summer gummy will be a "huge surprise" and "something completely different" this year in honor of the company's late founder, Peggy Noonan.

"Before we even roll this out, I can tell you that the reaction is going to be huge and that there's going to be insane demand," the spokesperson said.

This is the first year that OGeez! is launching the summer gummy in three states. Since last summer, the company has expanded beyond its Arizona homebase to both Illinois and New Jersey.

The Limited Edition Summer Gummy launches on June 21 (the first day of summer) and wraps sales on the last day of summer (September 22). Stay tuned!

Remembering Past Summer Flavors

With the guessing game in overdrive about this year's summer gummy, The Dispatch is remembering the past summer sensations that wowed the cannabis world.

Those gummies — Piña Colada, Pink Lemonade and Tangy Margarita — are all retired and are hanging out at the OGeez! Limited Edition Gummy Campus in Hawaii, which serves as a research institute, a training compound and a resort.

"It's a spectacular facility, right on the beach," said one Piña Colada gummy.

During the off season the veteran gummies test new summer options and train the upcoming summer gummies for the celebrity-lifestyle that awaits them once they launch. But when summer starts, they pamper themselves in the facility's spas and hang out on the beaches.

OGeez! Wows at MJ Unpacked

OGeez! was back on the New Jersey networking scene last month, this time at the esteemed MJ Unpacked in Atlantic City.

The event — which was held at the Hard Rock Hotel — is known for bringing together a highly curated crowd of cannabis investors along with retail and brand executives and for providing serious deal-making opportunities.

"Everyone's juices were flowing," said one source. "The place was buzzing with people arranging new investments and locking in new partnerships."

OGeez! had an elaborate display that included a glass museum-like case housing some of the company's original artifacts, including the original OGeez! yo-yo that late company founder Peggy Noonan played with as a little girl.

Sources said the company also had "killer giveaway bags" that included glossy copies of The Dispatch, along with a bunch of "amazing swag."

OGeez! CEO Bran Noonan spoke on a panel about the increasing number of brands competing for limited shelf space. "It was terrific," one guest told The Dispatch. "We walked away with a lot of key market intelligence."

MJUNPACKED

OGeez! Ramps Up Activity in IL

OGeez! events are coming fast and furious in Illinois. The company is crisscrossing the state as it carves out a name for itself in the midwestern market.

One source said "it's no easy feat to crack into this market," which is flooded with brands and saw \$2 billion in sales last year. "But that's exactly what OGeez! is doing," the source said.

The OGeez! Gummy Making Workshops have, for example, caught on like wildfire. The company is hosting another this month at Emerald Lounge in Island Lake.

OGeez! is also teaming up with the vape company Timeless and Bloc dispensary to sponsor a Mortal Kombat tournament at Midlane Esports, a Chicago-based eSports venue. The tournament starts this month with "qualifiers" and then moves on to three more rounds.

OGeez! is also sponsoring a graduation party for University of Illinois students at nuEra Dispensary in Champaign, holding a Retro Arcade Game Night at Emerald Lounge and hosting another Bleed for Weed Blood Drive at Parkway Dispensary in Tilton. "OGeez! gummies are amazing," one budtender said. "That's why they're breaking further into the market here every day."



Sugar Free Hits NJ Shelves!

In a surprise move, OGeez! has launched its Sugar Free Tropical gummy in New Jersey.

Cannabis experts assumed the company would wait until later this year to launch the blockbuster product, but were reportedly ecstatic that OGeez! made such a bold move.

The gummy is already available at a number of Garden State dispensaries, including Twisted Hat, Bay Street Greenery and Beaf (see full list).

The move came just a month after OGeez! launched its Big RSO in New Jersey and right after the launch of Sugar Free and Live Rosin in Illinois.

A spokesperson for OGeez! said there was a "sugar free void" in New Jersey and that consumers have been "clamouring for a great-tasting gummy with no sugar."

Where to Find Sugar Free

OGeez! trucks hit the streets last month to start delivering Sugar Free Tropical gummies to New Jersey's dispensaries. Here are the first dispensaries to have them on their shelves.

Cannabis Clubhouse
Bloc *
Ayr *
Botanist *
Joyleaf
MPX NJ *
Puffin
Twisted Hat
Indigo
Best Buds
Nightjar
Island Vibe
Andover
Evergreen Natural
Spot 23
4Twenty Somewhere
Kind Kush

Castaway Cannabis
Pure Blossom
Conservatory Cannabis Company
Ginger Hale
Cannabist Vineland
Beaf
Bay Street Greenery
Blue Oak
Boone Town Provisions
Queen City Cannaboss Lady
Zen Leaf *
Dank Poet
Baked by the River
ReLeaf Newton
Cannaboy Treehouse
Cannabist Mays Landing
Cannabist Deptford

*Dispensary has multiple locations



Mellow May + Mother's Day

OGeez! was firing on all cylinders for 4/20 last month, but it's chilling out this month.

The company is running a Mellow May promotion in Arizona, with its Fruit and Cream mellow indica gummies and its Live Rosin all on big promotions for the month of May. Those promotions are running at a number of dispensaries in the Grand Canyon State, including Nature's Wonder (in Apache Junction) and on Thomas Road in Phoenix), Health for Life - Crimson, Zen Leaf, Cannabist, SWC Prescott, Prime Leaf and Nature Med.

Meanwhile, Arizona will also be running a Mother's Day Weekend promo on Happy Balance and Sleep gummies at select dispensaries.

"We have one mellow month a year and this is it," an OGeez source said. "It's time to load up on all the mellow gummies we've got."



Flavors Fight For Dominance

A (friendly) fight is breaking out behind the scenes in OGeez!'s bustling kitchens among the gummies in the company's assorted flavor bags.

On the Fruit side, Red Apple, Watermelon and Peach are duking it out. Meanwhile in the land of the Creams, Blackberries & Cream, Orange Cream and Peaches & Cream are going head-to-head.

The issue? Who gets greater representation in the medley bags, which come with 10 gummies.

"Three does not divide into 10 evenly so one flavor gets to be the extra," said one Red Apple. "We're all vying for that lead position."

But, Red Apple said, lately the gummies have been playing Rock Paper Scissors to determine the winner. "We can play really fast to ensure we don't slow down the gummy bagging," she said. "It's actually been fun. And, don't tell the others, but I'm definitely in the lead."



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