

## OGeez! News With A Twist



## Consumers Demand Summer RSO Extension!

The wait is over. OGeez!'s Summer Gummy is on shelves in all three of its states and demand is skyrocketing.

While experts predicted heavy interest in Peg's Summer RSO, they're now saying "nobody could have anticipated this level of craziness" "We've got people flooding in from all the states around Arizona, Illinois and New Jersey," said one official. "We didn't think to factor that in."

Now, consumer groups are pressing OGeez! to make Peg's Summer RSO part of its permanent gummy lineup. Sources say there's a schism at OGeez! headquarters about what to do.

"You've got one camp arguing that the sales would be record-breaking and the other saying it would reduce the exclusiveness of the product," said one source.

Analysts attribute the popularity of Peg's Summer RSO to three key facts: The gummy is a therapeutic RSO; it's infused with the Sativa-leaning terpenes of the iconic Maui Wowie strain; and it comes in the wildly popular Pink Lemonade flavor.

OGeez! is also busting out all the stops to promote the gummy. In Arizona, it's running promotions at a slew of dispensaries including Story, Consume, Arizona Organix, Zen Leaf, Health for Life, Deeply Rooted, and The Mint. It's also giving out Pink Lemonade ice pops (see related story).

In New Jersey, delivery trucks are crisscrossing the state to deliver to Highway 90, Twisted Hat, G2, Garfield Gardens, Zen Leaf, Cannabist and dozens of other dispensaries. "Our gummy chefs are working overtime to make sure we have enough Summer RSOs for everyone," said one OGeez! exec. "The people are demanding them and we've got their backs."

## OGeez! Beats the Heat with Ice Pop Parties

OGeez! is partnering with the gourmet ice pop truck Frios to give out Pink Lemonade ice pops at select Arizona dispensaries to anyone who purchases a bag of Peg's Summer RSO. Here's a rundown of some of the dispensaries it will be at in July.

Zen Leaf Gilbert  
Health for life Crimson  
Deeply Rooted,  
All Greens  
Giving Tree  
Arizona Organix  
Natures Wonder Apache Junction  
Sticky Saguaro



## Out & About in AZ & IL

OGeez! is starting off the summer with a bang in the Midwest and Southwest. Here's a glimpse of some of the places it's hitting up this month.

### Arizona

Trulieve over July 4th weekend (with the Chickies Coffee truck)

Ponderosa for the dispensary's anniversary tour

Story for a dispensary takeover

### Illinois

"Reefer Madness The Musical" (sponsor)

Emerald (Island Lake) Gummy Making Workshop

The e-Sports venue Midlane Esports for a Mortal Kombat tournament

Vertical, Noxx, Green Temple and Zen Leaf for a variety of promotions



## 710 FEST JULY 10, 7-10PM

## Gummies Push for More 710 Recognition

It's time to get your 710 on. That's right, the cannabis holiday that celebrates oils, waxes and dabs is getting its due this year in all three of OGeez!'s states.

While the holiday may not get the same level of attention as 4/20, in many ways it's "more significant for the gummy community," one source said.

While dabs and oils are front-and-center for the holiday, some argue that gummies deserve more recognition. "We are infused with oil," said a Blackberries & Cream. "How much more 710 does it get than that?"

In Arizona, OGeez! will be hitting up the 710 Fest, featuring DJ Halsero, food trucks and a slew of cannabis brands. It will also be at The Mint in Scottsdale and Tempe with special doorbuster promotions. In Illinois, OGeez! will be sponsoring The Mint's 710 extravaganza, which will include a pop-up "Vendor Village." And in New Jersey, OGeez! has special 710 pop-ups at the Hashery and Boone Town Provisions.



## Gummies vs. Flower

The world of cannabis edibles has come a long way since the days of pot brownies, when dumping flower into your batter and hoping for the best was the norm.

Not only are today's edibles precisely dosed, they're the fastest-growing segment of the cannabis market. By 2034, edibles are expected to hit \$47 billion in sales, with gummies leading the charge. So what's driving the move?

Sources say the fact that gummies are healthy, discreet and have targeted effects all drive sales.

"It's the wave of the future," said a former cannabis smoker.

The fact that you can take a gummy "without anyone knowing and without smelling like a snuck" is huge, she said.

"Smoking was fine back in the day when we didn't know better, but now there are so many reasons not to do it," she said.

"Gummies are so much more evolved. They help with sleep, pain, relaxation, stress, creativity and a zillion other things."



## Gummies Flock to NJ For BATTLE OF THE GUMMIES

Competition is looking fierce for this year's annual Battle of the Gummies face off.

Gummies from all over the world will be descending on OGeez! Arena in New Jersey in mid-July for an Olympic-style competition between OGeez!'s Sativa and Indica strains.

The three-day event will include weight-lifting, tug of war, a 40-yard dash, Steal the Bacon, a lip-sync contest, archery, pie eating and dozens of other competitions. The winner not only takes home bragging rights, but also gets the prized golden gummy trophy.

Analysts are giving the edge to Sativa, but say it will be a "fight to the finish."

On the Indica side, sources say OGeez!'s Sugar Free Tropical will be putting up strong stats, particularly in the weight-lifting category. But given the introduction of Peg's Summer RSO, which is Sativa-leaning and infused with the terpenes of the iconic Maui Wowie strain, they are expecting Sativa to pull ahead. "It's going to be a nail-biter," said one Watermelon Indica gummy. "The world will be watching."



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