

OGeez! News With A Twist

Peg's Summer RSO is Dropping!

OGeez! has unleashed a frenzy in the cannabis world, announcing plans for its summer gummy — Peg's Summer RSO — earlier than expected. Consumers and dispensaries executives were floored that the company revealed details about its highly guarded secret gummy weeks earlier than normal. But they were even more stunned that the Limited Edition gummy is an RSO, which offers "mind blowing therapeutic benefits."

Adding to the hysteria is that it's a Sativa-leaning RSO that's infused with the terpenes of the iconic Maui Wowie sativa strain. It's being introduced in Pink Lemonade, which was the OGeez! 2023 summer flavor and is being brought back by popular demand. Sources say OGeez! officials have been bombarded with requests for Pink Lemonade.

"There was a massive Pink Lemonade lobbying effort," said one consumer, recalling how Lemonade Stands made a huge comeback in 2023 (see related story). "But nobody expected the RSO or the Maui Wowie twist! That takes it to an entirely different level."

An OGeez! spokesperson noted that this is the first year that the summer gummy will roll out in all three of the company's states: Arizona, Illinois and New Jersey. He said pre-orders are already "sky high" and that the company is anticipating "driving major business into all dispensaries" because of the massive appeal of RSO and Maui Wowie for consumers.

The gummy — which was named in honor of OGeez!'s late founder, Peggy Noonan — will go on sale June 21 (the first day of summer) and wrap on September 22 (the last day of summer).

Lemonade Stand Mania Returns

Lemonade Stand experts are gearing up for another big wave of activity now that OGeez! has announced that its Limited Edition Summer gummy is a Pink Lemonade RSO.

The adult lemonade stand trend caught on like wildfire back in 2023 when OGeez! launched its original Pink Lemonade summer gummy.

Supply chain experts say there's already a run on lemonade stand materials, including checkered table-cloths, mini blackboards, glass jugs, sugar, powdered mix and fresh lemons.

Economists predict that the lemonade stands will collectively generate upwards of \$20 billion in economic activity for Arizona, Illinois and New Jersey — more than the global Taylor Swift impact.

"The OGeez! Pink Lemonade gummy led to a mini revolution last time around," one company exec said. "We're expecting the same this time around, but times three for our three states."

"Why Just 4/20?"
Is Back!

After a quick post-4/20 catnap, OGeez! roared back into action last month with the start of its "Why Just 4/20?" campaign.

The company kicked off the campaign, which is celebrated on the 20th of every month, with promotions at dispensaries across Arizona and New Jersey. OGeez! had customers in both states playing a "Beat the Buzzer" game, where participants had to hit a digital stop clock at 4 minutes and 20 seconds to score a free bag of gummies. In New Jersey, OGeez! groupies were jockeying for turns at the Station in Hoboken. "It's harder than it looks, but we can't stop playing!"

Meanwhile, in Arizona, 30 dispensaries participated in 5/20, with more joining the fold this month, including Nature's Wonder in Apache Junction and The Flower Shop.

Curaleaf & Trulieve
Bring On More OGeez!
Gummies in AZ

Two mega dispensaries in Arizona just added more OGeez! gummies to their shelves, the Dispatch has learned.

Last month, Curaleaf brought the company's Sugar Free Tropical gummy into all 16 of its Grand Canyon state dispensaries. The gummy is now in nearly 100 Arizona dispensaries.

The medley bag — which includes Strawberry Kiwi, Watermelon Guava and Passion Fruit Mango gummies — has been selling "like hot cakes," since it launched in November and many are saying they can't believe there's "zero sugar."

The company also launched two, 1,000 milligram medical gummies — one in Blackberries & Cream and the other in Orange Cream — at all 22 of Trulieve's Arizona locations late last month. The gummies join OGeez!'s 1,000 milligram RSO on Trulieve's shelves.

"Curaleaf and Trulieve are incredible partners," said one OGeez! executive. "We're honored to have these new OGeez! gummies on their shelves and we can't wait for their customers to get their hands on them."

OGeez! Pride in IL
& More

OGeez! is sponsoring two LGBTQ+ events in the Prairie State this month.

The company will be at Tie Dye for Pride in Forest Park, where participants will be tie-dyeing rainbow shirts and snacking at a gummy bar. It's also sponsoring Love Fest in Chicago at the Rainbow Unicorn, an immersive restaurant, lounge and event space.

OGeez! will also be at Benzinga at the Marriott Magnificent Mile in Chicago. Company CEO Bran Noonan will be speaking at the mega event on a June 10th panel titled "Breaking Through Illinois' Growth Ceiling: Can Local Operators Compete?"

The company, which is in over 90 dispensaries in the state, is also sponsoring a Benzinga after party hosted by the Cannabis Hall of Fame and High Focus Media. The party — dubbed the CHI HIGH Profesh Sesh — will feature open consumption, brand sampling and vapor and flower bars. Check out OGeez!'s social media for details.

OGeez! Welcomes
New Batch of NJ
Dispensaries

More than a dozen new dispensaries have onboarded OGeez! in New Jersey. With the addition of these new partners, OGeez! is now in over 150 dispensaries in the Garden State.

Floro Evesham
Sussex Pharms
Treetotics
NAR Cannabis
Nevaeh Verde
Leaf Haus
Dogwood Green

Story Dispensary of Springfield
The Cannabist - Mays Landing
Sparkology
Beyond Beleaf
Hudsonica
Cuzzie's

Visit ogeezbrands.com to find
a dispensary near you!

Time to Flavor
Father's Day

You didn't think OGeez! was going to acknowledge Mother's Day, but then ditch all the dads out there, did you?

Nope. The company will be running promos over Father's Day Weekend on both RSO and Sleep gummies.

Company execs said they chose the RSO because dads always have "aches and pains" and included the sleep gummy because "dads are also notorious nappers."

The sleep gummy, an OGeez! spokesperson noted, could either be used to get a good night of sleep so that mid-day naps are not needed — or to help dads "fall asleep wherever and whenever" over Father's Day Weekend.

"Either way the sleep gummy was a no brainer for dads," she said.

OGeez! on Blood
Drive Streak!

OGeez! is sponsoring a slate of additional "bleed for weed" blood drives in Illinois and Arizona.

In Arizona, it's joining forces with the Mint to sponsor drives at all seven of its dispensaries, while in Illinois it's teaming up with Maribis at its Lindbergh location. Donors, of course, all get a free bag of OGeez!

OGeez! has long been active in the blood donation world and teams up with dispensaries to hold drives regularly. The company's late founder, Peggy Noonan, died in 2021 of the blood cancer Acute Myeloid Leukemia.

OGeez! officials said to look out for blood drive announcements in New Jersey, but wouldn't comment on the exact timeline.

OGeez! 'Tails'
Fight for Rights

A little-known group in the OGeez! world has embarked on an existential fight.

The so-called gummy tails — the excess portion of the gummy that's trimmed off before gummies are bagged — say they have a lot to offer and should not be discarded.

"We don't deserve to just be trashed," one Sleep Gummy trimming said in an exclusive interview. "The public would love us! We could be bagged and sold as lummy non-medicated OGeez! candies, we could be lumped together to form new gummies. The possibilities are endless. It just takes a little imagination."

The tails have united and are lobbying the OGeez! brass for a meeting to present their ideas. An OGeez! spokesperson said the company will gladly meet with the tails and is "excited to hear what they have to say."

Next Month: Edibles vs. Inhalants

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ALL THINGS
OGEEZ!



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