

## OGeez! News With A Twist

# New Live Rosin Flavor Hits The Market!

OGeez! is officially upping its Live Rosin game. The company is launching a new, all-natural sativa Live Rosin vegan gummy in Sweet Lemon. OGeez! confirmed the news after a prominent vegan influencer began posting about it. “The posts are true! We’ve been working on it for a while and we’re finally unveiling it,” said one OGeez! executive. The launch adds a second Live Rosin option to the OGeez! mix. The company’s original — a Sweet Clementine gummy who made a name for herself on the vegan speaking circuit — comes in indica and has been a huge success. “The original Live Rosin has led the way,” the executive said. “We wanted to build on that success by offering Live Rosin in another citrus flavor, but also giving consumers a sativa option.” The overlap between vegans and cannabis consumers is “pretty insane,” said one dispensary owner. “When you see the Venn diagram it really hits home,” he said, adding that OGeez!’s Live Rosin is known as the “Whole Foods-meets-Farmer’s Market” gummy. Sweet Lemon will roll out this month in Illinois and Arizona, where OGeez! held a “Sweet Lemon” infused dinner on October 1st. Sources say it will launch in New Jersey soon as well.

## What is Live Rosin?

The term gets tossed around a lot, but what exactly is Live Rosin? In a nutshell, it’s a solventless concentrate that offers a very pure form of cannabis. It starts when freshly harvested cannabis is frozen, locking in the plant’s cannabinoids and terpenes. Then the plant goes through an ice water extraction and a heat-and-pressure finish. The result is a terpene-rich concentrate or sap. Unlike live resin — which is created with the use of solvents and is centuries old — live rosin has only been around since about 2015. That’s when California dispensary owner and grower Phil “Soilgown” Salazar accidentally discovered it. According to news reports, he was using a hair straightener to thin out no-melt hash when he stumbled upon cannabis’s next great innovation.

## Welcome to RSOctober!

As if the RSO needed any more love, OGeez! is now putting its growing family of RSO gummies on promotion for the entire month in Arizona. Peg’s Raspberry Orange RSO and Peg’s Big RSO — both top sellers — will be included in the campaign, which will run at a number of Arizona dispensaries. Zen Leaf’s New Jersey dispensaries are also all signed on, according to sources. Reporters have descended on OGeez! headquarters to find out why it’s promoting one of its most popular gummies. One OGeez! executive said the company wants to ensure that consumers have access to its RSOs because they “provide immense relief.” Sources say dispensaries have hired extra staff to handle the expected spike in traffic. That’s all as the industry waits for Peg’s Sativa RSO — the pink lemonade gummy that’s infused with the iconic sativa Maui Wowie strain — to be added to the OGeez! permanent line-up. “All the talk is about RSOs right now,” one budtender said. “The spotlight is on the RSOs and they are shining.

## Big Welcome to OGeez! Newest Dispensaries

OGeez! has brought on lots of new dispensaries in all three of its states in the last few months. Here’s a rundown of the latest to join the OGeez! fray.

### New Jersey

Sky Cannabis  
Hashstoria  
Bud City  
Shore House Canna  
Everest Dispensary  
Greenlight Apothecary  
Herb’s Premium Dispensary  
Hazy Harvest  
Lemon 22  
Natural Apothecary  
Herbs Premium  
Rush Budz  
New Frontier  
Frosted Nug (Carneys Point)  
Eastern Green  
J&J Cannabis  
Off the Charts  
Sweetspot (River Edge)  
The THC Shop  
Lifted Vision  
Social Dispensary  
Northeast Alternatives  
Bridge City Collective  
RIPT  
Honorable Plant

### Illinois

Emerald  
Maribis  
nuEra  
Prairie Cannabis  
BLOC  
RISE  
Nature’s Care  
Kush21  
Vertical (Cairo)  
Dr. Green Thumb  
UMI  
Tree Haus  
Kush21  
Cookies (Bloomington)  
Cookies (Pontoon Beach)

### Arizona

Yuma Dispensary  
Phoenix Cannabis Co.

Visit  
[ogeezbrands.com](https://ogeezbrands.com)  
to find a dispensary  
near you!

## Happy NJversary!

Happy First Anniversary to OGeez! in New Jersey. The company first began deliveries to dispensaries around this time last year and is now one of the top five gummy brands in the Garden State. “We’ve been going non-stop for the last 12 months,” said Allison Zuckerman, the General Manager of OGeez! New Jersey, adding that the company is now in 150-plus dispensaries across the state. To celebrate the one-year milestone, Zuckerman said OGeez! will be running “anniversary takeovers” at select dispensaries, including Casa Verde, Canopy Crossroad, Indigo and Puffin (see full list). In addition to OGeez! swag and activations, the company will also be running a bunch of other fun promotions. “We got in early and the industry is really taking off now with more brands, more dispensaries and more competition,” Zuckerman said. “We intend to be at the forefront of it all and to keep the OGeez! traction going strong.”

Mountain Dispensary  
Evergreen Nature’s Remedy  
Casa Verde  
Puffin  
Indigo  
Canopy Crossroad  
4Twenty Somewhere  
Ginger Hale  
BestBuds

## OGeez! & The Giant Peach

If you remember the story of James and The Giant Peach, you’ll love that OGeez! is rolling out a Giant Peach of its own. The company is launching its 50-milligram “Big Peach” gummy in Illinois. It’s the latest macro gummy to join the company’s “Big” products, which includes the Big RSOs, Big Happy Balance and Big Sleep. While the Big Peach may not have the magical properties that James’s Giant Peach had, sources say it does come pretty close. “James’s peach landed at the top of the Empire State Building,” one Big fan said. “OGeez!’s is going to land at the top of Sears Tower and take over Chicago and the rest of Illinois.”

## Making the Rounds in IL & AZ

You know the drill. OGeez!, like always, has a packed calendar. Here are some of the events and activities it just attended or will be making appearances at later this month.

- AZ: Tucson Doobies Cannabis Crawl on Oct. 4
- AZ: The Phoenix Pride Festival on Oct. 18 & 19
- AZ: “Why Just 420” events at TruBliss & Zen Leaf on Oct 10
- IL: The Southern Harvest Festival in Dongola on Oct. 4
- IL: Mario Kart tournament and Bingo Night at RISE Mundelein Lounge on Oct. 20 & 29

## OGEEZ! HALLOWEEN COSTUME MANIA

This year’s top Halloween costumes are likely to have some competition. Early indicators show that two OGeez!-themed costumes are already selling out at Halloween stores: The Big RSO gummy and the classic bag of OGeez! “Sales for both have been through the roof,” said one staffer at a Tucson Halloween store. “In order of sales right now it’s KPop Demon Hunters, Elphaba and Galinda from Wicked and the two OGeez! costumes.” Sources in the Halloween industry say the OGeez! costumes have been especially popular with budtenders, adding that there’s a push for dispensary staffers to wear them on October 31 as a show of OGeez! love. The company is reportedly planning lots of Halloween promos and pop-ups

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