

OGeez! News With A Twist

March Madness, Gummy Style!

If you think college basketball is a nail-biter in March, you haven't seen what OGeez! has in store for its roster of gummies.

This month in New Jersey, OGeez! is putting its own gummies in a head-to-head competition modeled after March Madness, where each gummy advances to the next round depending on how well it sells at each dispensary.

The tournament is expected to be fierce and the company's various gummies are said to be holding practices around the clock to prepare for their big match ups. The Creams, for example, were recently spotted at a Monmouth County gym doing burpees, pull-ups and dribbling drills.

All three locations of Bloc, the Botanist and ARY are already signed on, along with The Dispensary of Union and The Dispensary of Somerset and more are joining the fray daily.

Industry insiders have been poring over the brackets like seasoned sports analysts. Some predict that Peg's Sativa RSO in Pink Lemonade is a favorite, while others have their money on the signature Fruits and Creams. "It's really anyone's game," one expert said. "That's true for both March Madness and for this gummy bracket. You never know if they'll be a crazy upset."

And the gummy madness doesn't stop in the Garden State.

In Arizona, OGeez! is running a host of straight March Madness promotions on its RSO and Sleep gummies at Sol Flower, Zen Leaf, Prime Leaf, Natures Wonder, Nirvana, Story and JARS. And in Illinois, Zen Leaf, Curaleaf, Rise, Earth Med and Bloc are all in on similar March Madness promotions.



Triple Infused is Top Seller in Illinois

OGeez! new Triple Infused gummy has been selling like hot cakes in Illinois since it hit the market earlier this year.

The red-white-and-blue, triple-layered gummy is a first-of-its-kind with three separate cannabis infusions. The red cherry layer is RSO; the white lime layer is distillate extract; and the raspberry blue layer is Live Rosin.

One high-ranking OGeez! official in Illinois said the revolutionary gummy, which has been dubbed the Rocket Pop, has been the company's top seller since it launched and that it's prompting more dispensaries to onboard OGeez! in the Land of Lincoln.

"There are dispensaries that just cannot deal with missing out on this gummy because nobody has ever seen anything quite like it," he said. "OGeez! was already known for its unique double-layer gummies, but to add a third layer and to have each layer a different type of cannabis is blowing people's minds." Sources say the gummy will be launching in Arizona and New Jersey next.



Is a Sparkly Gummy Coming Next?

This may sound hard to believe, but all signs are pointing to the fact that OGeez! may have yet another new gummy in the works.

After getting wind of unusual activity around the company's Arizona headquarters, several Dispatch reporters traveled to the scene to find OGeez! employees coming in and out at all hours of the day — some carrying heavy bags of crystallized sugar.

While company brass was tightlipped about the activity, they confirmed a gummy with "attributes never seen before" was underway. They provided no timeline and no other details.

But several workers anonymously said that the rank-and-file staff was testing out recipes in a variety of flavors. One employee said she thought "something sparkly" was happening, but couldn't explain what she meant.

"We've all signed confidentiality agreements, but we also don't know anything," said one gummy maker. "When there's a high-profile new product being worked on, we usually don't find out until it gets announced to the public."



Welcome, New Kids on the Block

OGeez is back with another list of new dispensaries. Here are the latest to join the OGeez! fray:

New Jersey

- Good Karma
- Baked Goodz
- HZY Goods
- Main Street Dispensary
- BLKBRN
- Roots Dispensary
- Vigor
- Kota Canna
- Fire and Oak

Illinois

- Maribis
- Earth Med
- Terrace
- Bloc
- Stash
- Sway

Visit Ogeezbrands.com to find a dispensary near you!

Cannabis News You Can Use

There's no lack of cannabis news out there — from new states pushing legislation to studies about the benefits or concerns about usage. This month, The Dispatch brings you a few of the items we thought you'd find most interesting.

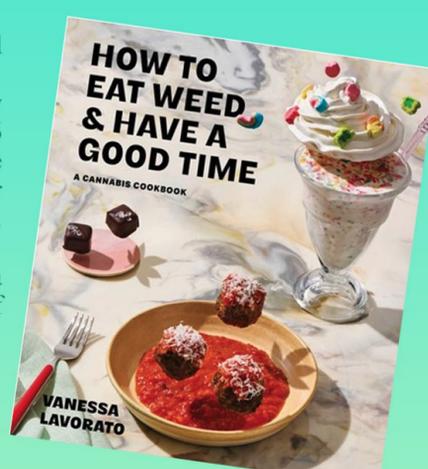
- ◆ Massachusetts's dispensaries have sold \$10 billion-plus in cannabis since it was legalized in 2018. In 2025 alone, sales hit \$1.8 billion and that number is expected to rise in 2026.
- ◆ The industry came out swinging against a New York Times op-ed about the problems with the industry. The Marijuana Moment published a full-throated rebuttal, setting the record straight on state regulations, taxes, and more.
- ◆ No rescheduling news yet. In December, the president signed an executive order to fast-track the rescheduling of cannabis. There are no updates yet, but The Dispatch will keep you in the loop on any developments!

OGeez! Brings the Gummies to Dinner

Bon appétit! OGeez! has signed on as the exclusive edible sponsor at an infused dinner in Arizona titled Elevate Her.

The two-night event is being hosted at High Vibe Kitchen in Phoenix, which is led by acclaimed chef Teresa Hansen. The event — which will take place on March 25 and 26 — is being held in Honor of Women's International History Month and will feature cannabis enthusiast, chocolatier and food writer Vanessa Lavorato, best known for hosting VICE's James Beard Award-nominated cannabis cooking show Bong Appétit. It will also include an infused buffet, mocktails and curated gift bags.

Lavorato will be signing copies of her latest book, How to Eat Weed and Have a Good Time, which includes over 200 cannabis recipes, and there will be lots of OGeez! gummies on hand.



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