

OGeez! News With A Twist

Triple Infused is Coming For New Jersey

The wait is over, New Jersey. The Garden State is getting OGeez!'s new Triple Infused gummy this month. The state will become the second in the OGeez! multi-state empire to snag the most revolutionary gummy the company has released to date.

"Dispensaries in the Garden State have been salivating over the Triple Infused," said one OGeez! source.

The visually striking red-white-and-blue, triple-layered gummy not only has three separate flavors, but also has three separate cannabis infusions — a never-before seen design.

The so-called Rocket Pop flavor consists of a red cherry RSO layer; a white lime distillate extract layer; and a blue raspberry Live Rosin layer.

The gummy was an instant bestseller in Illinois, luring a rash of new dispensaries to join the OGeez! fold.

In New Jersey, OGeez! is rolling out the Triple Infused on an exclusive basis to dispensaries, including Curaleaf, Ayr, Bloc, Cannabist, Frosted Nug, Joy Leaf, Twisted Hat, Aunt Mary's and others. Less than 20 percent of dispensaries statewide will initially be stocking it.

"It's super exclusive," said one OGeez! sales rep. "It's incredibly complex to make so we'll be working to scale it, but for now it's being divvied out on a limited basis."



Budtender 4/20 Survival Kits in Works

OGeez! is quietly prepping 4/20 survival kits for budtenders in at least two of its three states. The Dispatch has learned that OGeez! staffers have been working overtime to assemble the baskets for dispensaries in New Jersey and Arizona. There have also been rumblings that OGeez! in Illinois is going to be partaking, but the Dispatch was not able to confirm that at presstime.

Several well-informed budtenders said they've heard that the baskets will include energy drinks, chapsticks, lotion, mints, protein bars, Liquid IV, lidocaine patches and more.

"They'll be stocked with the key items that every budtender needs to power through the busiest stretch of the year," said one OGeez! executive who asked to remain anonymous.

The executive said budtenders are the backbone of sales at every dispensary and that the company simply wants to show them how much they're appreciated. "They are the gatekeepers. They deserve all the respect and appreciation."



Illinois Charges Ahead

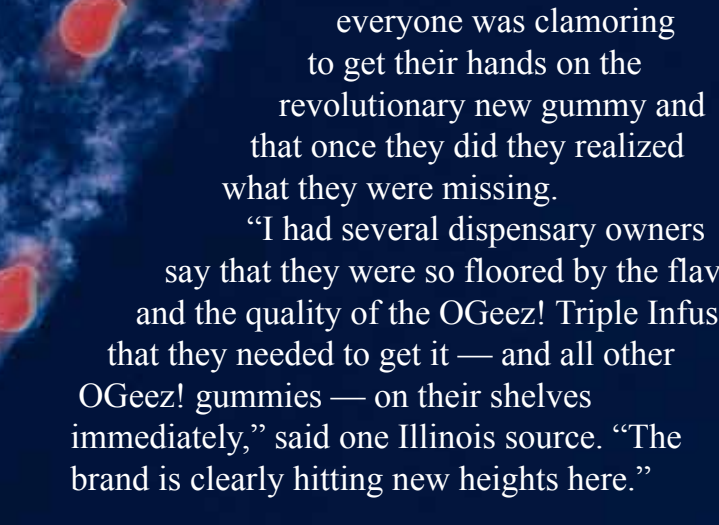
OGeez!'s Illinois outpost had its best month ever in March, breaking its monthly sales record and bringing on over 20 new dispensaries.

Ivy Hall, Lux Leaf, Stash, Maribis, Earth Med, Nirvana, Bud & Rita's and Be. The Cannabis Store have all recently signed on and Mission and High Haven have returned to the fold. "The brand is starting to really level up in the market," said one cannabis observer.

"Illinois is a very competitive cannabis market. OGeez! has been holding its own for awhile, but in the last month has really started breaking through in a new way."

Some observers credit the launch of the Triple Infused for the company's latest round of momentum in the state, noting that everyone was clamoring to get their hands on the revolutionary new gummy and that once they did they realized what they were missing.

"I had several dispensary owners say that they were so floored by the flavor and the quality of the OGeez! Triple Infused that they needed to get it — and all other OGeez! gummies — on their shelves immediately," said one Illinois source. "The brand is clearly hitting new heights here."



Happy 4/20!

All systems are a go for 4/20. The cannabis community is shifting into high gear to prepare for its biggest annual holiday.

While many dispensaries run their own promotions, OGeez! will have a number of activations and events in the works, too.

In Illinois, OGeez! is teaming up with Planet 13, The Dispensary, Beyond Hello, Mission 3, Curaleaf, Stashouse, Parkway, Natures Care and Treehaus for a variety of promotions and pop-ups.

In Arizona, OGeez! will be running a 4/20 giveaway for consumers who purchase OGeez! at select dispensaries with a branded hard-top igloo cooler filled with 52 bags of gummies on the line. OGeez! will also be sponsoring the Tucson Doobie — a major 4/20 Festival, featuring live music, mocktails, food, cannabis consumption and more.

And in New Jersey, the company is offering bounce-back coupons for the first 100 customers at Rise, Bloc and several other dispensaries. The coupons will match whatever promotion the dispensary was running on 4/20 and be good for an OGeez! purchase until 5/20. In the Garden State, the company is also sponsoring ReLeaf Newton's 4/20 Golf Outing and will be featured on scratch-off, lotto-style tickets at Unity Road, Boomtown and Queen City.

"It's a 4/20 bonanza," said one source. "Consumers are going to be stocking up on all of their favorite products and just celebrating the love in the cannabis world."



Branding Blitz Begins

OGeez! is going on something of a branding blitz. The company is getting ready to deploy a bunch of new product placement in its dispensaries.

Sources close to the company say it is in talks to shrink wrap a foosball table at one New Jersey dispensary and drop off branded paddle boards at several accounts in Arizona as the summer months approach.

The company declined to comment on ongoing campaigns, but one OGeez! executive said the leadership is crafting more branding possibilities and work on "creative ideas for elaborate OGeez! display cases to shrink wrapping a dull ATM to covering breakroom doors with cool, colorful logos. We're game for it all."



Gummies Gone Wild

Several OGeez! gummies are getting out of dodge for spring break, heading everywhere from the Caribbean Islands to Europe to Japan to Alaska.

A group of Happy Balance told the Dispatch that they're spending a week in Tokyo and are excited to visit Japanese sites, including the famed Tsukiji Outer Market, and to sample a variety of foods like sushi, ramen and tempura.

Meanwhile, a group of Cream Indicas are headed to an all-inclusive resort in the Bahamas, where they're planning to lounge on the beach, drink mocktails and hit up dance clubs at night.

A rep for the gummy union said that there will be plenty of gummies remaining for consumers in all three states. "There's no reason to fret. OGeez! has plenty of inventory to go around and is supportive of giving gummies the PTO they deserve."



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