



## Breckenridge Brewery Partners With Denver Nuggets to Launch Championship Edition Mile High City Golden Ale

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### A Special Brew Celebrating Denver's Champions with Nostalgic Packaging

BRECKENRIDGE, Colo., March 28, 2024 (GLOBE NEWSWIRE) -- [Breckenridge Brewery](#) ("Breckenridge" or the "Brewery"), a pioneer in Colorado's craft beer scene, and a subsidiary of Tilray Brands, Inc. ("Tilray" or the "Company") (NASDAQ: TLRV and TSX: TLRV), announced today an exciting partnership with the Denver Nuggets to launch a celebratory beer, the 'Championship Edition Mile High City Golden Ale'. This launch not only marks a unique collaboration celebrating the Nuggets' recent championship triumph but also continues a tradition of exciting beer releases following the success of the 2020 **Mile High City Copper Lager** and the more recent launch of the **Mile High City Golden Ale**.



"Breckenridge Brewery is thrilled to deepen our partnership with the Denver Nuggets through this special edition ale. This beer is more than a drink; it's a celebration of our shared victories and a tribute to our fans. The distinctive packaging, adorned with the Nuggets' classic rainbow logo, reflects the vibrant spirit and history of the team," said Ryan Workman, Director of Marketing at Breckenridge Brewery. "We're proud to bring a piece of the Nuggets' legacy into the hands of fans, enhancing their game day experience with a taste of victory."



Breckenridge Brewery celebrates over thirty years of Denver pride with the launch of their **Championship Edition Mile High City Golden Ale**, an easy-drinking, light ale that's perfect for game day enjoyment. Featuring the iconic Nuggets' rainbow logo, evoking memories of the team's storied past from 1981 to 1993. The can's design, a nod to Denver's skyline and natural beauty, resonates deeply with fans and citizens alike, bringing forth a wave of nostalgia and city pride. Available now in a 19.2 oz can at Ball Arena to honor the Nuggets' recent championship, the Brewery also announces the upcoming release of a 12 oz can 15-pack, soon to be available for fans wishing to salute the Nuggets' victorious season.

"This partnership with Breckenridge Brewery is a toast to our team's success, our city and our incredible fans," said Michael Ceilley, SVP of partnership marketing & media sales for Kroenke Sports & Entertainment. "Breckenridge Brewery is renowned in Colorado for their beloved craft beer. The Championship Edition Mile High City Golden Ale captures the essence of our team's legacy and continues to honor our Nuggets championship."

The **Mile High City Golden Ale** reflects Breckenridge Brewery's commitment to quality, community, and celebration. The limited-edition offerings are expected to be fan favorites on and off the court, fostering a spirit of camaraderie and good cheer throughout the season and is available in Colorado.

#### **About Breckenridge Brewery**

Breckenridge Brewery has been an innovator in Colorado's craft beer scene since 1990, with a mission to create balanced, approachable, and interesting hand-crafted beers. The brewery's portfolio is a mix of unique seasonals, barrel-aged specialties, and classic go-to beers. Breckenridge Brewery prides itself on its connection to the community and its role in fostering a culture of beer appreciation. For further information about Breckenridge Brewery, visit [www.breckbrew.com](http://www.breckbrew.com) and follow @BreckBrew on social platforms.

#### **About Tilray Brands**

Tilray Brands, Inc. (Nasdaq: TLR; TSX: TLR), is a leading global cannabis lifestyle and consumer packaged goods company with operations in Canada, the United States, Europe, Australia, and Latin America that is changing people's lives for the better – one person at a time – by inspiring and empowering a worldwide community to live their very best life, enhanced by moments of connection and wellbeing. Tilray's mission is to be the most responsible, trusted, and market-leading cannabis and consumer products company in the world with a portfolio of innovative, high-quality, and beloved brands that address the needs of the consumers, customers, and patients we serve. A pioneer in cannabis research, cultivation, and

distribution, Tilray's unprecedented production platform supports over 20 brands in over 20 countries, including comprehensive cannabis offerings, hemp-based foods, and craft beverages.

For more information on how we open a world of well-being, visit [www.Tilray.com](http://www.Tilray.com) and follow @tilray on all social platforms.

### **About the Denver Nuggets**

The Denver Nuggets won their first NBA championship in 2023. Founded in 1967, the Nuggets had been a successful franchise in the American Basketball Association before joining the NBA, along with three other ABA teams, in 1976. As a member of the NBA's Western Conference, the Nuggets have won 10 divisional championships, including the 2023 Northwest Division title that led to the franchise's first conference championship and the NBA Finals. The Nuggets have been owned since 2000 by Denver-based Kroenke Sports & Entertainment, one of the world's leading ownership, entertainment and management groups.

### **About Kroenke Sports & Entertainment**

Denver-based Kroenke Sports & Entertainment (KSE) is one of the world's leading ownership, entertainment, and management groups. KSE's portfolio of professional sports teams and venues include: Arsenal F.C. (EPL), the Los Angeles Rams (NFL), Denver Nuggets (NBA), Colorado Avalanche (NHL), Colorado Rapids (MLS), Colorado Mammoth (NLL), SoFi Stadium, Emirates Stadium, Ball Arena, Dick's Sports Goods Park, and the Historic Paramount Theatre. Additional properties under KSE's umbrella include Altitude Sports & Entertainment, a 24-hour regional television network and Altitude Authentics, the company's official retail provider.

### **Forward-Looking Statements**

Certain statements in this communication that are not historical facts constitute forward-looking information or forward-looking statements (together, "forward-looking statements") under Canadian and U.S. securities laws and within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that are intended to be subject to the "safe harbor" created by those sections and other applicable laws. Forward-looking statements can be identified by words such as "forecast," "future," "should," "could," "enable," "potential," "contemplate," "believe," "anticipate," "estimate," "plan," "expect," "intend," "may," "project," "will," "would" and the negative of these terms or similar expressions, although not all forward-looking statements contain these identifying words. Certain material factors, estimates, goals, projections, or assumptions were used in drawing the conclusions contained in the forward-looking statements throughout this communication. Forward-looking statements include statements regarding our intentions, beliefs, projections, outlook, analyses, or current expectations. Many factors could cause actual results, performance, or achievement to be materially different from any forward-looking statements, and other risks and uncertainties not presently known to the Company or that the Company deems immaterial could also cause actual results or events to differ materially from those expressed in the forward-looking statements contained herein. For a more detailed discussion of these risks and other factors, see the most recently filed annual information form of Tilray and the Annual Report on Form 10-K (and other periodic reports filed with the SEC) of Tilray made with the SEC and available on EDGAR. The forward-looking statements included in this communication are made as of the date of this communication and the Company does not undertake any obligation to publicly update such forward-looking statements to reflect new information, subsequent events, or otherwise unless required by applicable securities laws.

### **For further information:**

Tilray Brands Media:

Tilray Brands Media: Berrin Noorata, [news@tilray.com](mailto:news@tilray.com)

Tilray Brands Investors: Raphael Gross, (203) 682-8253, [Raphael.Gross@icrinc.com](mailto:Raphael.Gross@icrinc.com)

Photos accompanying this announcement are available at

<https://www.globenewswire.com/NewsRoom/AttachmentNg/66d8316d-7190-4824-99ea-85736a155f1f>

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**Breckenridge Brewery Becomes Official Beer Partner for the Denver Nuggets**



Stand Denver proud with this brilliantly bright, easy drinking Golden Ale. Mile High City is light bodied with a balanced hop and malt character, and an exceptionally clean finish. Brewed to celebrate the Denver Nuggets, this golden ale is the perfect court-side companion.

The Denver Nuggets Unveils New Celebratory Beer in Partnership with Breckenridge Brewery



The 'Championship Edition Mile High City Golden Ale' is now available throughout Colorado in 15-pack cases of 12FL.OZ.

Source: Tilray Brands, Inc.