



10 Barrel Brewing Adds 'Juicy Drama' to Its Award-Winning HopBurst Family

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BEND, Ore., April 11, 2024 (GLOBE NEWSWIRE) -- 10 Barrel Brewing Co. ("10 Barrel"), an award-winning pioneer in the craft brewing industry and a subsidiary of Tilray Brands, Inc. (NASDAQ: TLRY and TSX: TLRY), is excited to announce the launch of its newest IPA, '[Juicy Drama](#)', a vivacious addition to its renowned [HopBurst Family of IPAs](#). Crafted with a blend of Bravo and Simcoe hops, Juicy Drama offers a fresh twist on the traditional Double IPA, boasting a robust citrus and pine hop profile with carefully balanced bitterness.

This new brew, featuring a formidable 9.6% ABV, embodies a zesty and fruit-forward character while keeping bitterness to a minimum, setting it apart as a standout within the HopBurst Family and IPA landscape at large. To elevate the sensory experience, the brewers incorporated Yuzu zest into the fermenter, resulting in an explosive aroma that complements the beer's dynamic flavor profile.

"Juicy Drama is crafted to be a feast for all of the senses," said Jimmy Seifrit, Senior Brewmaster at 10 Barrel Brewing. "With its bold hop presence, refreshing citrus notes and tapered bitterness, Juicy Drama is the easy-drinking heavy hitter for all beer lovers."

Juicy Drama is available in stores now, and available for purchase soon directly from the 10 Barrel website. Additionally, Juicy Drama is now available as part of the HopBurst Variety Pack, joining 10 Barrel's Hall-of-Fame lineup of IPAs: [Apocalypse](#), [All Ways Down](#), and [Cloud Mentality](#). For more information, visit [10 Barrel Brewing](#). 21+ only. Always enjoy responsibly.



About 10 Barrel Brewing Co.

10 Barrel Brewing Company is a craft brewery based in Bend, Oregon, featuring innovative beers brewed locally at each of its four brewpub locations in Bend, Portland, and Boise. 10 Barrel has one simple mindset: Brew beer, drink beer, and have fun doing it. For more information, visit [www.10barrel.com](#) and follow [@10barrelbrewing](#) on social.

About Tilray Brands

Tilray Brands, Inc. (Nasdaq: TLRY; TSX: TLRY), 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 and follow @tilray on all social platforms.

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.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/ac4278d9-4e78-48b7-8f34-8ade70416647>



10 Barrel Brewing Co's Official 'JUICY DRAMA' is Now Available



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Source: Tilray Brands, Inc.