Breckenridge Distillery Wins World’s Best Finished Bourbon at 2024 World Whiskies Awards

Feb 13, 2024

Breckenridge Distillery takes home three awards at the 2024 World Whiskies Awards by Whisky Magazine, including World's Best Finished Bourbon, America’s Best Finished Bourbon and Icons of Whisky Campaign Innovator of the Year: Highly Commended

BRECKENRIDGE, Colo., Feb. 13, 2024 (GLOBE NEWSWIRE) -- Breckenridge Distillery, one of the most-awarded craft distilleries in the U.S., a subsidiary of Tilray Brands, Inc. (NASDAQ: TLRY and TSX: TLRY), celebrates the wins of **World’s Best Finished Bourbon** , **America’s Best Finished Bourbon** and **Icons of Whisky Campaign Innovator of the Year: Highly Commended at the 2024 World Whiskies Awards**.

After blind tasting over 1,490 spirits, over 200 judges awarded Breckenridge Port Cask Finish Whiskey World’s Best Finished Bourbon and America’s Best Finished Bourbon. Breckenridge Distillery’s Après Anywhere campaign won Icons of Whisky Campaign Innovator of the Year: Highly Commended for its marketing program, designed to inspire people to après their craft with Breckenridge Bourbon.



Photo Courtesy: Jessie Unruh, Breckenridge Distillery

“The continued recognition of our bourbons and marketing campaigns is owed to the dedication, craft and commitment to quality of the team at Breckenridge Distillery,” said Bryan Nolt, founder and CEO of Breckenridge Distillery. “We're honored to be a part of this industry and to be recognized on the global stage year after year.”

Breckenridge Port Cask Finish Whiskey was released in 2016 and was the 2017 winner for Best American Blended Whiskey at the World Whiskies Awards. The Après Anywhere campaign launched in 2023.

“We’ve perfected our craft, and that’s only reiterated with the recognition from the Whisky Magazine awards,” said Jessie Unruh, director of marketing at Breckenridge Distillery. “We wanted to bring our consumers along for the new Après Anywhere campaign and create something that also celebrates their unique crafts, from painters to BBQ pit masters to up and coming musicians. We’re thrilled that others have come to love our marketing as much as our team.”

Breckenridge Distillery is proudly a three-time winner of the Icons of Whisky and 10-time winner of Best American winner at the World Whiskies Awards by Whisky Magazine (2016, 2017, 2018, 2019, 2021, 2022, 3x in 2023 and now 2024). Breckenridge Port Cask Finish Whiskey joins Breckenridge 105 High Proof, World’s Best Blended Whiskey 2023, and Breckenridge Gin, World’s Best Gin 2021, on the global stage.

For more information about Breckenridge Distillery and to purchase Breckenridge Port Cask Finish nationwide, visit www.breckenridgedistillery.com.

Follow Breckenridge on Instagram @breckdistillery and become a fan at facebook.com/BreckDistillery. Age 21+. Always enjoy responsibly.

About Breckenridge Distillery

Founded in Colorado in 2008, Breckenridge Distillery is the "World's Highest Distillery," and is best known for its award-winning blended bourbon whiskey, a high-rye mash American-style whiskey.

One of the most highly awarded distilleries in the U.S., the Breckenridge Distillery is proudly a 3x Icons of Whisky and 9x winner of Best American Blended winner at the World Whiskies Awards by Whisky Magazine (2016, 2017, 2018, 2019, 2021, 2022 and 3x in 2023) and a 4x winner of Colorado Distillery of the Year by the New York International Spirits Competition. Most recently, their Breckenridge High Proof won World's Best Blended Whiskey at the World Whiskies Awards joining Breckenridge Gin named 2021 World's Best Compound Gin at the World Gin Awards by Gin Magazine.

The Breckenridge Distillery is more than award-winning spirits, offering an immersive guest experience. Named as one of the country's Top Visitor Attractions by Whisky Magazine, guests can dine at their award-winning restaurant, enjoy show-stopping cocktails, learn about their highly awarded spirits with an in-depth tasting, and get an inside look at their active production facility. New to the distillery, guests have the opportunity to blend their own whiskey as they learn the inner workings of whiskey production.

Breckenridge Distillery is a subsidiary of Tilray Brands, Inc. (NASDAQ: TLRY and TSX: TLRY), a leading global cannabis-lifestyle and consumer packaged goods company inspiring and empowering the worldwide community to live their very best life.

To learn more about Breckenridge Distillery, visit www.breckenridgedistillery.com. Keep up with Breckenridge Distillery on Instagram by following @breckdistillery and become a fan at facebook.com/BreckDistillery.

For more information about Tilray Brands, visit www.tilray.com and follow @tilray on Instagram, Twitter, Facebook, and LinkedIn.

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.

About Breckenridge Brewery
Breckenridge Brewery opened its doors in 1990 in the ski town of Breckenridge, Colorado. What started as a small brewpub has grown into one of the largest breweries in the U.S. The original brewery still serves its craft beer and delicious pub fare at a high altitude. The production brewery outside of Denver sends beer to 49 states and offers tours, dining, and a welcoming Colorado beer garden experience. With a focus on balanced, approachable, and interesting beer, the brewery's portfolio contains classics like Vanilla Porter, Avalanche Amber Ale, Agave Wheat, Strawberry Sky, and Hop Peak IPA, along with a variety of specialty beers that include seasonals, barrel-aged beers, the Brewery Lane Series, and a nitrogen-charged canned series. Visit www.breckbrew.com for more information.

Media Contact:

Kelsey Bardach, kelsey.bardach@rygr.us, 970-924-0704 ext. 2105
Tilray Brands Media: Berrin Noorata, news@tilray.com
Tilray Brands Investors: Raphael Gross, (203) 682-8253, Raphael.Gross@icrinc.com

A photo accompanying this announcement is available at https://www.globenewswire.com/NewsRoom/AttachmentNg/2865df01-7557-41f6-89b3-c22db70e26f4

Source: Tilray Brands, Inc.

Breckenridge Distillery



Breckenridge Distillery