



Canada's Broken Coast Cannabis Brand Expands Renowned Craft Flower Lineup

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Introducing Purity at its Finest with New Broken Coast Cherry Cheesecake and EmergenZ Strains

TORONTO, March 05, 2024 (GLOBE NEWSWIRE) -- Tilray Brands, Inc. ("Tilray") (Nasdaq: TLRY; TSX: TLRY), a leading global cannabis-lifestyle and consumer packaged goods company, announced today the latest craft flower releases by premium cannabis brand, [BROKEN COAST™](#). The brand introduces a new indica and new sativa: **Cherry Cheesecake** and **EmergenZ**.

Since 2013, Broken Coast has stood out from the crowd with premium growing methods and meticulous quality controls, ensuring every harvest delivers high quality cannabis. From the pheno-hunting process to hand-trimming, slow-curing, and hand-packing, we're raising the standard for what top-tier cannabis should be.

Broken Coast's New Flower Lineup features:

- **Cherry Cheesecake:** The perfect indica to top off a meal, featuring dramatic purple and orange indica buds flooded with milky trichomes and amber pistils, featuring a cherry, cheese, and sour profile thanks to its **Kimbo Kush x Cherry Pie** lineage. Available in 3.5g flower, 7g flower and 5 x 0.5g pre-roll packs.
- **EmergenZ:** Fresh-squeezed orange aromas emanate from these dense sativa buds blanketed in icy white trichomes, featuring grapefruit, citrus, pine notes courtesy of its **Orange Push Pop x Sunset Sherbet** lineage. Available in 3.5g flower, 7g flower and 5 x 0.5g pre-roll packs.

Broken Coast's new craft flower family including Cherry Cheesecake and EmergenZ are now available in Canada across select regions and retailers, including Alberta, Manitoba, and Ontario with further expansion nationwide. Find what Broken Coast flower speaks to you by following us at [@brokencoast.ca](#) and visit [brokencoast.com](#) for more.

About Broken Coast

Broken Coast is raising the standard for craft cannabis through the relentless pursuit of purity. It's late nights. It's long days. It's an incurable obsession with pursuing the purest, most quintessential expression of the plant that began in 2013 on the pristine coast of Vancouver Island and continues to inspire us every single day. Cherry Cheesecake and EmergenZ are the latest additions to our stellar craft flower line-up including: Sour OG, Holy Grail Kush, and Amnesia Haze.

For us, striving for purity isn't a sprint – it's an infinite marathon. We believe patience is a virtue and we know real quality can't be rushed. That's why we take our time pheno-hunting through thousands of plants, unsatisfied until we discover the most exceptional expressions of genetics. It's why we monitor our grow rooms for temperature, airflow, nutrition, and humidity. And why we adhere to strict procedural and environmental protocols to maximize purity, quality, and customer satisfaction.

This uncompromising, unrelenting pursuit ensures we grow big, beautiful buds that deliver quality you can see, smell and taste. Creating pristine, high-quality cannabis takes care and time, which is why we take ours in the pursuit of purity.

For more about Broken Coast, visit [brokencoast.com](#) and follow [@brokencoast.ca](#) on Instagram.

About Tilray Brands

Tilray Brands, Inc. (Nasdaq: TLRY and 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 the worldwide community to live their very best life by providing them with products that meet the needs of their mind, body, and soul and invoke a sense of wellbeing. Tilray's mission is to be the trusted partner for its patients and consumers by providing them with a cultivated experience and health and well-being through high-quality, differentiated brands and innovative products. 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 alcoholic beverages.

For more information on Tilray, visit [Tilray Brands, Inc.](#) and follow @tilray on [Instagram](#), [X](#), 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 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 concerning, among other things, the Company's ability to commercialize new and innovative products worldwide. 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.

Contacts:

Media:

Kaitlin Macapagal
news@tilray.com

Investors

Raphael Gross
203-682-8253
Raphael.Gross@icrinc.com



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