



## Manitoba Harvest Hemp Foods Introduces Protein-Rich Breakfast Staples With New Superseed Instant Oatmeal

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### Global Hemp Food Leader, Manitoba Harvest, Launches New Superseed Instant Oatmeal in Three Delicious Flavors Packed with Plant-Based Protein, Fiber, and Omegas to Help Fuel Your Mornings

NEW YORK and WINNIPEG, Manitoba, March 07, 2024 (GLOBE NEWSWIRE) -- [Manitoba Harvest](#), a leader in hemp-based foods and a wholly-owned subsidiary of Tilray Brands, Inc. (NASDAQ: TLRV; TSX: TLRV), is expanding its plant-based breakfast portfolio with its new instant **Superseed Oatmeal** in three delicious flavors: **Original, Maple & Brown Sugar, and Apple & Cinnamon**.

[Manitoba Harvest Superseed Oatmeal](#) aims to fuel healthy mornings with 10g of protein, 8g of Omegas 3 & 6 and 4g of Fiber per serving. Each package contains five 1.8oz serving pouches for a convenient, perfectly portioned start to the day.

"This new, nutrient dense oatmeal will upgrade breakfast options for families everywhere," said Jared Simon, President of Manitoba Harvest Hemp Foods. "While oatmeal is a breakfast staple, the addition of hemp hearts offers a unique balance of protein, fiber and Omegas—an ideal combination for active lifestyles. Our new Superseed Oatmeal is perfect for those looking for more holistic sources of energy to fuel their day."



Adhering to Manitoba Harvest and B Corp quality standards, the new Superseed Oatmeal is Vegan, Kosher, and Certified Non-GMO. It achieves an impressive nutritional profile without isolates or artificial flavors. Holistic health attributes include (\*per serving):

- 10g of Protein\*
- 8g of Omegas 3 & 6\*
- 4g of Fiber\*
- A Good Source of 10 Essential Vitamins and Minerals\*

Manitoba Harvest Superseed Oatmeal (SRP \$5.99) is now available for purchase at select retailers nationwide and online via Amazon and [www.manitobaharvest.com](http://www.manitobaharvest.com).

#### **About Manitoba Harvest**

Manitoba Harvest is a leader in branded hemp-based foods and is recognized as a [Certified B Corporation](#) and the first Canadian food company to attain a [Carbonzero Certification](#).

Taking the seed-to-shelf approach since 1998, Manitoba Harvest is committed to [quality](#), [sustainability](#), and consumer wellness. With an extensive product portfolio of Hemp Hearts (shelled hemp seed), Hemp Protein, Hemp Protein Blends, Hemp Wellness Bars, Hemp Granola, and Hemp Oil, Manitoba Harvest products are sold globally and in approximately 17,000 retail stores across North America.

To learn more about Manitoba Harvest and shop, visit [www.manitobaharvest.com](http://www.manitobaharvest.com) and follow @manitobaharvest across all social platforms.

#### **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](http://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/b6d4036a-3239-449d-8421-be6cfecd1ea4>



Source: Tilray Brands, Inc.

**Introducing the New Manitoba Harvest Hemp Foods Superfood Instant Oatmeal**



Featuring Apple and Cinnamon pictured here.