



SweetWater Brewing Launches Hammer Red Amber Ale to Support Georgia Aquarium

Mar 28, 2024

The Limited-Release Seasonal Is Part of SweetWater's On-going Partnership with Georgia Aquarium

ATLANTA, March 28, 2024 (GLOBE NEWSWIRE) -- [SweetWater Brewing Company](#) ("SweetWater Brewing" or "SweetWater"), the largest craft brewer in the Southeast and a subsidiary of Tilray Brands, Inc. (NASDAQ: TLRV and TSX: TLRV), announced today the release of its new Hammer Red Amber Ale, the latest collaboration beer as part of its partnership with Georgia Aquarium. A portion of sales of the limited-release beer will be donated to Georgia Aquarium to support its mission of inspiring awareness and preservation of oceans and aquatic animals worldwide. **Hammer Red Amber Ale** is available throughout Georgia now until October 2024.

Inspired by Georgia Aquarium's research initiatives, education programs and conservation efforts that benefit sharks and rays, **Hammer Red Amber Ale** (5.6% ABV) is brewed with Magnum, Saaz, and Cascade hops and delivers light caramel flavors, with a touch of wheat for a refreshing finish with a little bite.



"As one of Atlanta's crown jewels and an important force in protecting our oceans and marine life, our partnership with Georgia Aquarium is incredibly important to SweetWater and part of our continued support for clean and healthy waterways. We also know this cause is just as important to our fans, as we saw so much support for the special-edition cans of our flagship **420 Pale Ale** that were available last November, when we started this new relationship," said Terry Hopper, VP of Sales for Tilray Beers. "Amber ales are a cornerstone style of American craft beer, and with **Hammer Red Amber Ale**, our brewers have created a delicious, easy-drinking beer that pairs well with a variety of foods, whether you're grabbing a quick bite between exhibitions at Georgia Aquarium or enjoying it while grilling in the backyard."

"Our continued partnership with SweetWater is a natural fit as both brands aim to support clean water and give back to the community," said Hiroshi Okuda, senior director of strategic marketing and corporate partnerships. "We're excited to debut Hammer Red Ale with SweetWater to showcase another amazing animal that is in need of protection."

Hammer Red Amber Ale is available in six-packs of twelve-ounce cans and on draft, including at SweetWater's Taproom. To find the beer in a store or on-premise location near you, please visit SweetWater's Beer Finder.

About SweetWater Brewing

SweetWater Brewing Company, the largest craft brewer in the southeast, is an award-winning brewery known for its stash of heady brews including the original 420 Extra Pale Ale and loads of IPAs. Sweetwater's craft beers and ready-to-drink cocktails are available coast to coast and in more states than ever before. Inspired by the outdoors, SweetWater is a passionate advocate for healthy waterways and conservation initiatives. Through its annual [Save Our Water](#) campaign, SweetWater continues to raise funds to support nonprofit organizations fighting for clean water and habitat

conservation, including the Waterkeeper Alliance, Bonefish & Tarpon Trust, and Trout Unlimited.

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

For further information about SweetWater Brewing Company, please visit www.sweetwaterbrew.com and [follow @SweetWaterBrew](https://twitter.com/SweetWaterBrew).

About Georgia Aquarium

Georgia Aquarium is a leading 501(c)(3) non-profit organization located in Atlanta, Ga. that is Humane Certified by American Humane and accredited by the Alliance of Marine Mammal Parks and Aquariums and the Association of Zoos and Aquariums. Georgia Aquarium is committed to working on behalf of all marine life through education, preservation, exceptional animal care, and research across the globe. Georgia Aquarium continues its mission each day to inspire, educate, and entertain its millions of guests about the aquatic biodiversity throughout the world through its engaging exhibits and tens of thousands of animals across its eight major galleries.

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.

For further information:

SweetWater Brewing Company Media:
Chris Hong, christopher.hong@rygr.us, (970) 924 - 0704 ext. 2103,

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/f674a04f-7ecf-4c04-8bf5-1ccc6ee3276d>



New Hammer Red Ale by SweetWater Brewing Company



Fresh new packaging for the new launch inspired by Georgia Aquarium's mission to protect aquatic animals and oceans worldwide.

Source: Tilray Brands, Inc.