



Breckenridge Distillery Releases Award-Winning Collectors Art Series Collaboration With Abby Wren

Jun 25, 2024

For its Fourth Annual Collectors Art Series, Breckenridge Distillery Partners with California Artist to Create Label for Its New, Limited Release, Sauternes Cask Finish Whiskey

BRECKENRIDGE, Colo., June 25, 2024 (GLOBE NEWSWIRE) -- [Breckenridge Distillery](#), one of the most-awarded craft distilleries in the U.S., and a subsidiary of Tilray Brands, Inc. (NASDAQ: TLRV and TSX: TLRV), announces its fourth edition of the [Collectors Art Series](#), a partnership with Los Angeles based artist, [Abby Wren](#) which combines the art of blending color and blending whiskey.

For the fourth edition of the Collector's Art Series, Wren designs a whiskey label and mural in the RiNo Art District (Entrance in alley, 3537 Delgany St, Denver, CO 80216) in Denver, Colorado. In her design, Wren uses vivid colors and shapes to bring awareness to her message of inclusivity, "Different is Dope!" After losing all her hair to Alopecia, an autoimmune disease, Wren began using bold, creative makeup to express her femininity, believing in the power of creativity as a healing source. A donation of \$5 per bottle will be donated to [SOS Outreach](#), a nonprofit organization that uses mentorship, outdoor adventure, and a progressive curriculum to foster a deep sense of belonging in young people.

Wren's artwork will be featured on the fourth Collectors Art Series whiskey, the Breckenridge Sauternes Cask Finish, a 95-proof whiskey and 47.5% ABV. The Sauternes Cask Finish features aromas of white peach, apricot and caramel. On the palate, notes of butterscotch and orange with a beautiful white oak finish with notes of vanilla and white pepper.



Photo Courtesy: Breckenridge Distillery

"Smell and taste are just as powerful as vision," said Bryan Nolt, Founder and CEO of Breckenridge Distillery. "This collaboration is simply about evoking those emotions through graffiti and the artistry of whiskey."

Breckenridge Distillery's Collectors Art Series limited release whiskeys have garnered multiple awards over the years, including: 2023 Best Blended LTD Release and 2020 Icons of Whisky for Campaign Innovator of the Year at the World Whiskies Awards, and a Gold at the 2020 and Double Gold at the 2023 San Francisco World Spirits Competitions.

Breckenridge Collectors Art Series 4 will be available starting July 12, 2024, exclusively at Breckenridge Distillery and the Main Street Tasting Room in Breckenridge, Colorado, for \$125.

For more information about Breckenridge Distillery, visit www.breckenridgedistillery.com. Follow Breckenridge on Instagram [@breckdistillery](https://www.instagram.com/breckdistillery) and

become a fan at [facebook.com/BreckDistillery](https://www.facebook.com/BreckDistillery). Age 21+. Always enjoy responsibly.

For more information about Abby Wren, follow her on [YouTube](https://www.youtube.com/channel/UC...), [Instagram](https://www.instagram.com/abbywrenartistry) and [Tik Tok](https://www.tiktok.com/@abbywrenartistry) @abbywrenartistry.

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 10x winner of Best American Blended winner at the World Whiskies Awards by Whisky Magazine and a 4x winner of Colorado Distillery of the Year by the New York International Spirits Competition. Most recently, Breckenridge Port Cask Finish was named World’s Best Finished Bourbon at the 2024 World Whiskies Awards, joining Breckenridge High Proof, named World’s Best Blended Whiskey and Breckenridge Gin, named World’s Best Compound Gin at the World Gin Awards by Gin Magazine. Breckenridge spirits have been awarded 6 Double Golds at the San Francisco World Spirits Competition.

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](https://www.instagram.com/breckdistillery) and become a fan at [facebook.com/BreckDistillery](https://www.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.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/f95d2fa7-ffe9-410a-8a95-f517b80a89e8>



Official Bottle of The Sauternes Cask Finish by Breckenridge Distillery with art by LA Artist Abby Wren



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Source: Tilray Brands, Inc.