Tilray Announces Fall Craft Beer Lineup

Oct 16, 2024

NEW YORK, Oct. 16, 2024 (GLOBE NEWSWIRE) -- Tilray Brands, Inc. (Nasdaq: TLRY; TSX: TLRY), a leading global lifestyle and consumer packaged goods company, is thrilled to announce a series of fall-themed product launches across its craft beer and beverage brands—Breckenridge Brewery, Montauk Brewing, Blue Point Brewing, Terrapin, and Shock Top. Tilray Beverages invites you to indulge in the season's festivities with an array of immersive experiences and latest releases crafted by their master brewers.

Prinz Pinakatt, Chief Marketing Officer at Tilray Beverages said "Fall presents a unique opportunity to engage with our consumers through our premium seasonal brews. Our offerings, from Oktoberfest beers to pumpkin ales, are meticulously crafted to embody the essence of the season."

New Fall Brews and Spirits from Tilray Beverages:

- **Shock Top: Twisted Pretzel (ABV: 5%):** Shock Top has united the classic taste of a crisp cold beer with warm, bakery-fresh pretzels, just in time to strap on your lederhosen. In a world of a million Oktoberfest lagers, Twisted Pretzel stands out with its unique flavor profile.
- **Breckenridge Brewery: Oktoberfest (ABV: 6%):** An elegant German Amber Lager that's true to style and exceptionally smooth. Bready, toasty aromas and flavors mingle with light malty sweetness, offering a soft mouthfeel and a touch of hops for a clean, dry finish.
- **Montauk Brewing: Pumpkin Ale (ABV: 5.7%):** Capturing the essence of the season with the perfect blend of warming spices and subtle hop aromas. This brew is perfect for savoring the beauty of autumn by the sea.
- **Blue Point Brewing: Mother Pumpkin Ale (ABV: 5.5%):** A golden Pumpkin Ale featuring flavors of fall: cinnamon, nutmeg, ginger, and allspice. These spicy characteristics take the lead in this roasty beer while the malty backbone adds tremendous depth of character.
- Terrapin Beer: **Sweater Weather** (6.8% ABV): Sweater Weather Winter Warmer emanates a rich, inviting aroma reminiscent of freshly baked gingerbread and toasted caramel. With each sip, a symphony of flavors unfolds with notes of roasted chestnuts, cinnamon, and nutmeg while the malt sweetness envelops the palate like a soft woolen blanket. Embrace the seasonal coziness of this beer as you chase away the chill and warm your soul. Launching next month.


BLUE/POINT
CO.
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OTHER PUMPKIN ALE


MONTAUK BREWING COMPANY
NEW YORK · ESTABLISHED 2012
MONTAUK
PUMPKIN ALE
BREWED WITH SPICES
5.7% ALC/VOL



For more about Tilray Beverages, check out each brand website and dive deeper into a world of flavors just in time for the Fall season. 21+ Always enjoy responsibly.

About Tilray Brands
Tilray Brands, Inc. (“Tilray”) (Nasdaq: TLRY; TSX: TLRY), is a leading global lifestyle and consumer packaged goods company with operations in Canada, the United States, Europe, Australia, and Latin America that is leading as a transformative force at the nexus of cannabis, beverage, wellness, and entertainment, elevating lives through moments of connection. Tilray’s mission is to be a leading premium lifestyle company with a house of brands and innovative products that inspire joy and create memorable experiences. Tilray’s unprecedented platform supports over 40 brands in over 20 countries, including comprehensive cannabis offerings, hemp-based foods, and craft beverages.

For more information on how we are elevating lives through moments of connection, visit 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,” “ahead,” 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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Photos accompanying this announcement are available at

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Source: Tilray Brands, Inc.

Blue Point Brewing's Seasonal 'Mother Pumpkin' Ale



A golden Pumpkin Ale featuring flavors of fall: cinnamon, nutmeg, ginger, and allspice.

Pumpkin Ale by Montauk Brewing Now Available



A tasty seasonal must-try.

Terrapin's Sweater Weather embraces the seasonal coziness ahead



Featuring notes of roasted chestnuts, cinnamon, and nutmeg while the malt sweetness