



## Redhook Brewery and Montlake Futures Team Up to Launch Montlake Gameday Gold Lager, a New Craft Beer in Support of University of Washington Athletes

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SEATTLE, Nov. 21, 2024 (GLOBE NEWSWIRE) -- [Redhook Ale Brewery](#) ("Redhook"), Seattle's pioneering craft brewery and a subsidiary of Tilray Brands, Inc. (NASDAQ: TRLRY and TSX: TRLRY), officially presents their new partnership with the [Montlake Futures NIL Collective](#), supporting student-athletes at the University of Washington (UW). Together, they launched Montlake Gameday Gold Lager, the Official Beer of the Montlake Futures NIL Collective. This unique lager stands out as the only beer dedicated to supporting UW student athletes.

**Montlake Gameday Gold Lager** debuted at Husky Stadium during home games and is available at [Redhook Brewlab](#) and Seattle-area grocery stores. This strategic partnership aims to empower UW student-athletes and strengthen UW Athletics while offering fans a new, delicious lager.



"We are pleased to have two of our official partners, Redhook and Montlake Futures, collaborate on a product that benefits our student-athletes and resonates with fans," said UW Director of Athletics Pat Chun. "This partnership supports our student-athletes' NIL activities, starting right in our own backyard and The Greatest Setting in college football."

Prinz Pinakatt, Chief Growth Officer at Tilray Beverages, said, "We're excited to introduce Montlake Gameday Gold as the ultimate beer for UW fans. This collaboration with Montlake Futures allows us to give back to the community and support student-athletes in a way only Redhook can—with a refreshing, quality beer."

Montlake Gameday Gold Lager is a bright, light, and balanced lager with a 5% ABV, designed as the perfect choice for tailgates and game days throughout the season. With its vibrant purple and gold packaging, this refreshing brew will be instantly recognizable to fans of UW Athletics. Montlake Gameday Gold Lager is set to become a fan favorite, seamlessly blending into the game day traditions of Husky fans.

For more information on Montlake Gameday Gold, visit [redhook.com](#) or follow Redhook on Instagram [@redhook](#) for the latest updates.

21+ Only. Always enjoy responsibly. Redhook Ale Brewery, Seattle, WA.

### About Redhook Ale Brewery

Beer that captures the spirit of Pacific Northwest innovation and community. At Redhook, we're driven by the belief that every beer drinker deserves something extraordinary. Founded in 1981 by Paul Shipman and Gordon Bowker, our brewery emerged from humble beginnings in a renovated transmission shop in Ballard, Seattle, using second-hand equipment and sheer determination.

Fast forward four decades, and the beer scene, much like our vibrant hometown of Seattle, has evolved significantly. Yet, amidst the changes, our

dedication to crafting exceptional, approachable beers remains unwavering. While our recipes may have evolved, the entrepreneurial spirit and relentless work ethic instilled by our founders continue to shape our pursuit of creating the hardest-working beer in your fridge. Join us as we raise a toast to innovation, community, and the enduring legacy of Redhook.

#### **About Montlake Futures**

Montlake Futures develops Name, Image, and Likeness opportunities that benefit the missions of 501(c)(3) organizations and provides educational experiences for University of Washington student-athletes. Our goal is to leverage the roles and identities of student-athletes to help fundraise, generate awareness, and otherwise support charitable causes, while fostering connections that inspire a lifetime of civic engagement for student-athletes.

#### **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](https://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," "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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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/8ab62a55-a9a6-4347-9ab8-6b9fc80f72eb>



Source: Tilray Brands, Inc.

### **Official Gameday Gold Lager by Redhook Brewery in Partnership with UW Athletics**



**Supporting Montlake Futures NIL Collective**