



Broncos Country, This One's for You: Breckenridge Distillery Kicks Off Another Season with the Denver Broncos and a Limited-Edition Whiskey Collection Honoring “The Drive”

Sep 9, 2026

Celebrating six seasons as a proud whiskey partner of the Denver Broncos, Breckenridge Distillery debuts a limited-edition Bourbon Whiskey lineup and Creamsicle Whiskey Seltzer built for Broncos Country, game-day traditions, and one of football's most iconic moments



BRECKENRIDGE, Colo., Sept. 09, 2026 (GLOBE NEWSWIRE) -- [Breckenridge Distillery](#), one of the most-awarded craft distilleries in the U.S. by [Tilray Brands, Inc.](#) (NASDAQ: TRLY and TSX: TRLY) is honoring 40 years of *The Drive* and six years as the Hometown [Bourbon Whiskey](#) of the Denver Broncos with a [limited-edition whiskey collection](#). Created for game day tailgates and traditions, and fans across Broncos Country, the lineup brings together award-winning Breckenridge Bourbon, a limited-edition trio of collectible Bourbon Whiskey Blends, and nostalgic Broncos Creamsicle Whiskey Seltzer.

From kickoff to the final whistle, these fan-favorite releases, inspired by the team's iconic orange, blue, and white, are crafted to fuel Broncos Sundays from every cheer, touchdown, and victory toast. Whether tailgating at the stadium or hosting game-day watch parties from home, every sip delivers bold Colorado character and the energy of Broncos football.

Breckenridge Bourbon Whiskey

[Breckenridge Bourbon Whiskey](#) is for the fans who bleed orange and blue. With a bold spirit and smooth finish, it's the perfect pour to celebrate game day, great moments, and Colorado pride. (86 proof / 43% ABV)

- Tasting Notes
 - Breckenridge Distillery's award-winning, high-rye Bourbon Whiskey is aged for a minimum of three years, in charred, new American oak barrels, and blended to reveal the unique qualities of the Bourbon Whiskey. Deep, honey-amber hue with pronounced aromas of butterscotch, candied orange and apple; dry cacao and brown sugar envelop the tongue as the spirit lingers with notes of vanilla and white pepper.
- MSRP: \$34.99-39.99

Broncos Bourbon Blend

This limited-edition [Broncos Bourbon Blend](#) collection is built for Broncos Country—three collectible blends in bold orange, blue, and white. Crafted to

commemorate the 40th Anniversary of *The Drive*, each bottle brings hometown pride and game day energy to the shelf. Collect all three. (86 proof / 43% ABV)

- Tasting Notes
 - Warm notes of sweet caramel and toasted oak rise from the glass, accented by subtle orange undertones that add a delicate citrus brightness. On the palate, a smooth wave of caramel sweetness is layered with gentle chocolate-like richness and hints of light fruit, while soft spice builds in the background, leading into a remarkably smooth, approachable finish with lingering warmth and a touch of sweet oak.
- MSRP: \$40.99-44.99

RTD: Broncos Creamsicle Whiskey Seltzer

[Broncos Creamsicle Seltzer](#) is back. This ready-to-drink cocktail blends smooth Breckenridge Whiskey with a nostalgic creamsicle twist—bright citrus and creamy vanilla in one ice-cold can. Whether you're tailgating, cheering from home, or celebrating a Broncos touchdown, this is the drink every Broncos fan will be crushing all season long. (7% ABV)

- Tasting Notes:
 - Aroma: Bright orange zest jumps out first on the nose, layered with soft vanilla cream and a delicate hint of citrus blossom—reminiscent of a nostalgic creamsicle on a summer day.
 - Palate: Juicy orange leads the way, mellowed by smooth vanilla and a crisp citrus tang, delivering a lightly sweet, refreshingly balanced sip with a gentle warmth.
- MSRP: \$11.99-13.99

"For six years, it's been an incredible honor to be a whiskey partner of the Denver Broncos. As two Colorado brands with deep roots in this state, we've always believed in celebrating the passion, pride, and traditions that bring Broncos Country together," says Bryan Nolt, Founder and CEO of Breckenridge Distillery. "Every season gives us another opportunity to create something special for Broncos fans, and this year's collection is one of our most exciting yet. It is our way of raising a glass to the fans who make game day in Colorado unlike anywhere else."

The limited-edition Broncos lineup is currently available at Colorado retailers, as well as at Breckenridge Distillery and the Breckenridge Distillery Tasting Room in Breckenridge, Colorado, and [available for home delivery](#) where permitted. Visit [breckenridgedistillery.com](#) to [find a retailer closest to you](#). **Shop local. Sip legendary. Go Broncos!**

For more information about Breckenridge Distillery, visit [breckenridgedistillery.com](#). Follow Breckenridge Distillery on Instagram @breckdistillery. Age 21+. Always enjoy responsibly.

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 at the World Whiskies Awards by Whisky Magazine and a 6x 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 7 Double Golds at the San Francisco World Spirits Competition.

The Breckenridge Distillery is more than award-winning spirits, offering an immersive guest experience. Named one of the country's Top Visitor Attractions by Whisky Magazine, guests can dine at the award-winning restaurant, enjoy show-stopping cocktails, explore an in-depth tasting, and get an inside look at the active production facility—including the opportunity to blend their own whiskey.

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](#) and become a fan at [facebook.com/BreckDistillery](#). For more information about Tilray Brands, visit [www.tilray.com](#) and follow @tilray on Instagram, Twitter, Facebook, and LinkedIn.

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" 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/d72f3926-cb17-46c0-9c7f-4c9dc59a73ea>