



Shock Top and Auntie Anne's® Take Over Tailgate Season with the Return of Shock Top Twisted Pretzel Wheat and the Limited-Edition TWIST Vest

Sep 10, 2026

"Beer Kneads Pretzels" Returns for Year Two with the Two-Way Insulated Snack Tailgater, a Buy-One-Get-One Pretzel Offer, an Atlanta Gameday Activation and an All-New Tailgate Content Series



ATLANTA, Sept. 10, 2026 (GLOBE NEWSWIRE) -- [Shock Top](#), the shockingly refreshing craft beer brand by [Tilray Brands, Inc.](#) (NASDAQ: TLRY; TSX: TLRY), known for its bold flavors and unfiltered wheat ales, and [Auntie Anne's®](#), the world's largest hand-rolled soft pretzel franchise, are entering year two of their "Beer Kneads Pretzels" partnership with the launch of TWIST, the Two-Way Insulated Snack Tailgater vest. Timed to the start of college football season, the limited run of approximately 100 vests will be available on [shop.ShockTop.com](#), through a social giveaway via the brands' social channels, and surprise drops at select tailgating events around the Florida Gators v. Georgia Bulldogs game on October 31, 2026, in the vicinity of Atlanta's Mercedes-Benz Stadium is designed for tailgate season and for the fans who spend it in a parking lot.

TWIST pairs one hot-insulated pocket for Auntie Anne's pretzel nuggets with one cold-insulated pocket for Shock Top Twisted Pretzel Wheat, keeping snacks warm, beer cold, and hands free from tailgate through kickoff. With roughly 100 vests produced, the release is available while supplies last.



Shock Top Twisted Pretzel Wheat is a limited-run seasonal release and a cult classic among beer and pretzel fans alike, recognized for its unmistakable pretzel aroma and smooth wheat finish. Auntie Anne's has been a mainstay in America's malls, ballgames, and airports since 1988, and returns this football season with gameday bundles including the multi-flavor Pitch Pack and the made-to-share Pretzel Bucket with assorted dips.

"Tailgating comes down to a few essentials: keeping the important things at the right temperature and enjoying them with the people around you," said Jake Neilson, Senior Brand Manager, Shock Top. "TWIST is a fun, functional way to bring that to life, and it's the perfect way to mark a second year of reminding fans that Beer Kneads Pretzels."

"Warm pretzels and cold beer are a natural pairing, and we're excited to give fans another reason to make Auntie Anne's part of their football traditions in collaboration with Shock Top, who shares our passion for creating fun, craveable experiences for fans, like the limited-edition TWIST vest," said Nathan Baldwin, Chief Brand Officer, Auntie Anne's.

Buy-One-Get-One Offer on Twisted Pretzel Wheat

Fans who do not secure a vest can still take part in the program. Every limited-edition 6-pack of Shock Top Twisted Pretzel Wheat includes an exclusive code for a buy-one-get-one Auntie Anne's pretzel, redeemable in-store or through the Auntie Anne's App. The offer runs through December 2027, or until the limited-edition 6-packs are gone. To redeem:

1. Find Shock Top Twisted Pretzel Wheat 6-packs at a local retailer.
2. Check the bottom of the 6-pack for a unique code.
3. Download or open the Auntie Anne's App and enter the code.
4. Redeem the buy-one-get-one offer at a participating Auntie Anne's location.

**Offer must be unlocked by February 15, 2027. Must purchase one (1) Pretzel to receive one (1) Pretzel on us (excluding taxes & fees). Includes Original, Cinnamon Sugar, & Sweet Almond Pretzels. Must redeem in the Auntie Anne's Rewards App and be an Auntie Anne's Rewards member. Reward expires 30 days after being unlocked. Single use. Auntie Anne's may end promotion at any time without prior notice. Online and app order redemptions subject to service fee and sales taxes. Limit one offer code redemption per transaction. Not valid with any other promotion or offer. No cash value. Non-transferable. Valid only at participating U.S. Auntie Anne's locations.*

Gameday Activation in Atlanta

Shock Top and Auntie Anne's will bring the partnership directly to fans with an on-site activation in the Florida-Georgia tailgate lots in Atlanta, where the brands will surprise legal-drinking-age tailgaters with TWIST vests, Auntie Anne's product, and co-branded prizes.

The TWIST vest drop is expected to run from late August through mid-September, timed to kickoff weekend. A "hot meets cold" countdown teaser will lead into the release, followed by a social giveaway and a limited e-commerce drop, with full mechanics to be announced. Vests will also be seeded to media and select partners ahead of the public release.

For updates on TWIST, the "Wedge Heads" series, and the buy-one-get-one offer, follow @shocktop on Facebook, Instagram, and X, and @auntieannespretzels on Instagram, TikTok, Facebook, and X.

ABOUT SHOCK TOP

Founded in 2006 with the launch of its iconic Belgian White Ale, Shock Top brews bold, delicious beer that is perfect for those who crave flavor and fun. With a flair for the unexpected, Shock Top creates exciting twists on classic styles. From the legendary Belgian White to the refreshing Lemonade Shandy, and the new fruit flavors of Mango Wheat and Blueberry Wheat, the Shock Top lineup is all about living life unfiltered and breaking out of the mundane. Dive into the Shock Top experience on social @shocktop on Facebook, Instagram, and X.

ABOUT AUNTIE ANNE'S

Auntie Anne's® was founded in 1988 and is known for mixing, twisting, and baking pretzels to golden brown perfection in full view of guests. The stores can be found in malls, outlet centers, universities, airports, select Walmart® locations, travel plazas, military bases, and food trucks. As of June 30, 2025, there are more than 2,000 locations in 49 states and 25 countries and territories. Fans can now order their favorite pretzel snacks for delivery, pickup and catering through the Pretzel Perks app. Join [Auntie Anne's rewards](#), for special offers. For more information, visit auntieannes.com, or follow us on [Facebook](#), [Instagram](#), [TikTok](#) and [X](#).

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.

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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Photos accompanying this announcement are available at

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