



Breckenridge Distillery to Release New Collectors Art Series with Denver Artist Alexandra Pangburn

April 25, 2022

For its second annual Collectors Art Series, Breckenridge Distillery enlists first female artist to create a custom label for its new, limited release XO Cognac Cask Finish Whiskey

BRECKENRIDGE, Colo., April 25, 2022 (GLOBE NEWSWIRE) -- For the second year, [Breckenridge Distillery](#) – the world's highest distillery and most awarded craft distillery in the US – combines the art of blending whiskey and color in the second edition of the [Collectors Art Series](#), a limited release bottle with local Denver Street artist and muralist, Alexandra Pangburn. The new Breckenridge XO Cognac Cask Finish Whiskey label will feature Pangburn's flora and fauna-inspired artwork on the Breckenridge Distillery mural behind Number Thirty-Eight in Denver's RiNo Arts District. Featuring inviting aromatics of grape with a hint of clove and cinnamon, the special edition whiskey will be available in limited quantities exclusively at the Breckenridge Distillery and the Main Street Tasting Room in Breckenridge, Colorado for, \$125, starting May 6.

"I've always had a passion for art, which led me to distill whiskey in the first place. The Collectors Art Series is special to Breckenridge Distillery because it allows us to highlight local artists making an impact in their community like Alex is doing in Colorado," says Bryan Nolt, founder, and CEO of Breckenridge Distillery. "Alex's focus on conservation and representation of the natural world around her through art made her a perfect partner for our second Collectors Art Series. We're thrilled to bring her art to life in this limited-edition whiskey."

"I'm very honored to have my art on a whiskey label in a very male-dominated industry," says Pangburn. "My hope is that this partnership opens the eyes of female artists that they have the capability to do this as well."

Growing up in Lexington, Kentucky, Pangburn cultivated not only a deep love and appreciation for bourbon but also, animals, which serve as the main source of inspiration in her art. What started as a side-gig painting friends' and family's pets, Pangburn's hobby turned into a full-time career as an artist in 2017 when she moved to Denver.

Pangburn's passion for birds started once she moved to Colorado. The Western Tanager inspires much of her work in her new home state and was featured on her first mural in Colorado, so she wanted to include it on the new Breckenridge XO Cognac Cask Finish label to bring her work full circle. The painting on the label also features a fox character—an ode to Pangburn's hometown in Lexington where she created a mural with the same character and local Breckenridge flora and fauna, including the alpine flowers that will be blossoming in a few months.

Photos accompanying this announcement are available at:

<https://www.globenewswire.com/NewsRoom/AttachmentNg/abfd543e-df5e-4542-b80e-d74a4ca1829a>

<https://www.globenewswire.com/NewsRoom/AttachmentNg/77aef65-8525-40ad-a679-dd05a34b541c>

"Wherever I'm painting, my goal is to make the public more aware of the animals we're sharing a space with. Over the years my art has shifted into animal conservation and education to bring more light and awareness to the local communities," says Pangburn.

A member of the RiNo Arts District, Pangburn also founded the organization [BABE WALLS](#) in 2019 to create a community among women and non-binary artists in the street art field – a space typically dominated by male artists.

For each bottle sold, Breckenridge Distillery will donate \$5 to the ArtPark campaign in the RiNo Arts District to help fund the Rocky Mountain Region's most innovative interdisciplinary arts center.

About Breckenridge Distillery

The Breckenridge Distillery is based in Breckenridge, Colorado and is a subsidiary of Tilray Brands, Inc. ("Tilray") (NASDAQ | TSX: TLRY), a leading global cannabis-lifestyle and consumer packaged goods company inspiring and empowering the worldwide community to live their very best life. Founded in 2008, the Breckenridge Distillery is the "World's Highest Distillery," and is most widely known for its blended bourbon whiskey, a high-rye mash American-style whiskey. Their Breckenridge Bourbon is one of the most highly awarded craft bourbons in the US.

The Breckenridge Distillery is proudly a 3x Icons of Whisky and 5x 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, their Breckenridge Gin was named 2021 World's Best Compound Gin at the World Gin Awards by Gin Magazine.

The Breckenridge Distillery is more than award-winning spirits, offering an immersive guest experience. 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 you learn the inner workings of whiskey production.

For more information about Breckenridge Distillery, visit www.breckenridgedistillery.com. Follow Breckenridge on Instagram @breckdistillery and become a fan at [facebook.com/BreckDistillery](https://www.facebook.com/BreckDistillery).

For more information about Tilray Brands, visit www.tilray.com.

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 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 concerning, among other things: the Company’s ability to become the world’s leading cannabis-focused consumer branded company; the Company’s ability to achieve market share and revenue growth in particular markets, including in Canada, the U.S. and the EU; our ability to achieve \$4B in revenue by the end of fiscal 2024 and projected cost savings; and the likelihood and timing of any cannabis legislation in the U.S., Germany and other jurisdictions. 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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Breckenridge Distillery XO Cognac Cask



XO Cognac is produced with well-known grapes from regions in France. A fine Cognac is 15% petite champagne and 85% Grande champagne blended typically in batches of 300 barrels and aged anywhere from 10-37 years in age (average of 25 years).

Breckenridge Distillery XO Cognac Cask



The Breckenridge XO Cognac Cask Finish Whiskey for the Collectors Art Series by Breckenridge Distillery and art by Alexandra Pangburn

Tilray Brands, Inc.