

Tilray, Inc. Logo

Breckenridge Distillery Announces Ultimate Whiskey and Beer Collaboration With Breckenridge Brewery

October 19, 2022

Two Breckenridge Staples Launch Second Annual Buddy Pass, Limited-Edition Whiskey and Beer Across the U.S.

BRECKENRIDGE, Colo., Oct. 19, 2022 (GLOBE NEWSWIRE) -- [Breckenridge Distillery](#), the 'World's Highest Distillery,' and [Breckenridge Brewery](#) return this season for the second ever Buddy Pass, a unique barrel-exchange program to create a limited-edition Imperial Stout Cask Finish Whiskey and a Whiskey Barrel-Aged Imperial Oatmeal Stout Beer. After selling out last year's inaugural limited release in Colorado, Buddy Pass has expanded nationwide, entering 10 new markets and will hit retailers starting Oct. 24.

Buddy Pass is a unique collaboration between two iconic Colorado brands that allows you to sip the best of barrel-aged beer and beer-aged whiskey. The collaboration begins with Breckenridge Brewery's Imperial Oatmeal Stout beer aged in Breckenridge Distillery Bourbon barrels to imbue boozy flavors from the whiskey barrel. After the beer is sufficiently aged, the barrels are returned to Breckenridge Distillery where they are filled once again with the distillery's award-winning whiskey and aged again for about a year.



Photo courtesy: Jessie Unruh, Breckenridge Distillery

The whiskey, Breckenridge Distillery's Imperial Stout Cask Finish Whiskey, highlights notes from the Imperial Oatmeal Stout resulting in a 114.7 proof spirit dark and sultry with notes of cinnamon and oak and a light background of fresh orange zest and chocolate. Smooth abundant caramel and dark chocolate hit the palate first as a dry matured oak and bold cinnamon spice follow and ride out for a long dry, spicy finish. The whiskey has an ABV of 57.35% and an MSRP ranging from \$49-\$60, depending on the market.

The beer, Breckenridge Brewery's barrel-aged Imperial Oatmeal Stout, is a quintessential "big beer." With a velvety mouthfeel, this beer is meant to be sipped, not slammed. The Imperial Oatmeal Stout imparts notes of dark chocolate-covered cherries, espresso, and toffee; its time in the Breckenridge Distillery's high-rye bourbon barrels imparts hints of caramel sweetness that take it to the next level.

Buddy Pass is a bold, boozy brew that is meant to be shared. The subsequent spirits and suds are a perfect marriage between the two treasured craft brands that both beer and whiskey lovers alike will enjoy.

Buddy Pass 2022 will be available in Colorado, Chicago, Southern California, Texas (Dallas, Austin, and San Antonio), New York City, South Florida, Upstate New York, Arizona, New Jersey, Atlanta, and the greater Washington D.C./Maryland/Delaware area. When both products are purchased together in the following markets, buyers can receive a \$10 rebate: Southern Florida, Southern California, Arizona, Chicago, New Jersey, Maryland, and New York.

About Breckenridge Distillery

Founded in 2008, Breckenridge Distillery is the "World's Highest Distillery" widely known for its award-winning blended bourbon whiskey, a high-rye mash American-style whiskey. As one of the most highly awarded craft bourbons in the U.S., Breckenridge Bourbon 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, Breckenridge Gin and PX Sherry Cask Finish Whiskey received Double Gold at the San Francisco World Spirits Competition. In 2021, Breckenridge Gin was named the 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 they 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

Breckenridge Distillery is based in Breckenridge, Colorado, and is a subsidiary of Tilray Brands, Inc. (Nasdaq: TLRY and TSX: TLRY).

For more information on Tilray Brands, visit www.Tilray.com and follow @Tilray on all social platforms.

About Breckenridge Brewery

Breckenridge Brewery opened its doors in 1990 in the ski town of Breckenridge, Colorado. What started as a small brewpub has grown into one of the largest breweries in the U.S. The original brewery still serves its craft beer and delicious pub fare at a high altitude. The production brewery outside of Denver sends beer to 49 states and offers tours, dining, and a welcoming Colorado beer garden experience. With a focus on balanced, approachable, and interesting beer, the brewery's portfolio contains classics like Vanilla Porter, Avalanche Amber Ale, Agave Wheat, Strawberry Sky, and Hop Peak IPA, along with a variety of specialty beers that include seasonals, barrel-aged beers, the Brewery Lane Series, and a nitrogen-charged canned series. Visit www.breckbrew.com for more information.

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.

Media Contact:

Breckenridge Distillery:

Kelsey Bardach

kelsey.bardach@rygr.us

970-924-0704 ext. 2105

Tilray Brands:

[News@Tilray.com](https://www.tilray.com/news)

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/c4a42449-bf29-4dff-b1ff-28bb978c9fd0>



The Second Annual Buddy Pass, Limited-Edition Whiskey and Beer



Buddy Pass is a unique collaboration between two iconic Colorado brands that allows you to sip the best of barrel-aged beer and beer-aged whiskey.

Source: Tilray Brands, Inc.