



Breckenridge Distillery Launches Limited-Edition Sexy Motor Oil Whiskey for Valentine's Day

February 8, 2023

Third Edition of Sexy Motor Oil is a Continuation of the Barrel Exchange Program between Breckenridge Distillery and Breckenridge Brewery

BRECKENRIDGE, Colo., Feb. 08, 2023 (GLOBE NEWSWIRE) -- [Breckenridge Distillery](#), one of the most-awarded craft distilleries in the U.S., and a subsidiary of Tilray Brands, Inc. (NASDAQ: TLRV and TSX: TLRV), today announced the third edition of [Sexy Motor Oil](#), a limited release of beer-barreled whiskey, just in time for Valentine's Day. The 109.5 proof, limited-edition whiskey is now available for purchase at Breckenridge Distillery and the Breckenridge Distillery Tasting Room on Main Street in Breckenridge, Colorado.

"We're thrilled to continue our tradition of exchanging barrels with Breckenridge Brewery to release another fabulous whiskey," said Bryan Nolt, Founder and CEO of Breckenridge Distillery. "Playing with the barrels from the brewery allows us to create new flavors, particularly the sweet flavors our customers love: like fruits, chocolate, caramel, and honey."

Breckenridge Distillery and Breckenridge Brewery are no strangers to barrel exchange programs. In October of last year, the two iconic Breckenridge businesses released the second [Buddy Pass](#) barrel exchange program—an Imperial Stout Cask Finished Whiskey and Whiskey-Barrel Aged Oatmeal Stout Beer—that is now available nationwide. This year's 2023 rendition of Sexy Motor Oil was aged to perfection in barrels from Breckenridge Brewery to bring unique flavors of tropical banana and apple emanating over a layer of floral dark chocolate, caramel, and honey.



Photo Courtesy: Jessie Unruh, Breckenridge Distillery

To pick up a bottle of this year's limited edition Sexy Motor Oil, visit Breckenridge Distillery locations. For more on Breckenridge's story and the production behind the Sexy Motor Oil, visit Breckenridge's website, www.breckenridgedistillery.com.

About Breckenridge Distillery

The Breckenridge Distillery is based in Breckenridge, Colorado and is a subsidiary of Tilray Brands, Inc. ("Tilray") (NASDAQ | TSX: TLRV), 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. Named as one of the country's Top Visitor Attractions by Whisky Magazine, guests can 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 can now 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.

About Tilray Brands

Tilray Brands, Inc. (Nasdaq: TLRV and TSX: TLRV) is a leading global cannabis-lifestyle and consumer packaged goods company with operations in Canada, the United States, Europe, Australia, and Latin America that is changing people's lives for the better – one person at a time – by inspiring and empowering the worldwide community to live their very best life by providing them with products that meet the needs of their mind, body, and soul and invoke a sense of wellbeing. Tilray's mission is to be the trusted partner for its patients and consumers by providing them with a cultivated experience and health and well-being through high-quality, differentiated brands and innovative products. A pioneer in cannabis research, cultivation, and distribution, Tilray's unprecedented production platform supports over 20 brands in over 20 countries, including comprehensive cannabis offerings, hemp-based foods, and alcoholic beverages.

For more information about Tilray Brands, visit www.tilray.com and follow @tilray on Instagram, Twitter, Facebook, and LinkedIn.

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. 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.

Contacts:

Breckenridge Media:
Kelsey Bardach
kelsey.bardach@rygr.us
970-924-0704 ext. 2105

Tilray Global:
Kaitlin Macapagal
news@tilray.com

Investors
Raphael Gross
203-682-8253
Raphael.Gross@icrinc.com

A photo accompanying this announcement is available at:
<https://www.globenewswire.com/NewsRoom/AttachmentNg/18bea906-5513-47ed-bb28-e8225d2dcf82>



Introducing the Third Edition of Breckenridge Distillery and Breckenridge Brewery's Sexy Motor Oil Whiskey



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Source: Tilray Brands, Inc.