



Alpine Beer Opens Taproom at Petco Park Stadium in San Diego

March 30, 2023

New Alpine Beer Taproom Features Outdoor Bar at Spectacular Petco Park with Expansive Views of San Diego Bay

SAN DIEGO, March 30, 2023 (GLOBE NEWSWIRE) -- Alpine Beer, the iconic Southern California craft brand from SweetWater Brewing Company, announces that it will serve its West Coast-style craft brews to baseball fans this season at its new taproom opening at Petco Park – named the best Major League Baseball ballpark by USA Today¹. Located at the stadium's upper level, section 311, Alpine Beer's new taproom is a space where fans can enjoy both Alpine Beers classics and latest craft brew innovations, while experiencing baseball at one of the top-ranked baseball stadiums in the country, now open during gamedays and special events.

Ty Gilmore, President, U.S. Beer, Tilray Brands, Inc. said, "We couldn't be more excited to open an Alpine Beer taproom at the iconic Petco Park Stadium in the brand's hometown of San Diego, California. Fans have waited all winter for the return of baseball, and we are proud to welcome them on opening day with a cold pint of our refreshing, hop-forward beers. Petco Park Stadium has done a fantastic job making Southern California's world-class beer scene a part of the fan experience and opening this taproom is an invaluable opportunity for us to connect deeper with the community."

The expansive rooftop bar and patio features beautiful scenic views of San Diego Bay and Coronado Bay Bridge. Fans can enjoy draft pours of Alpine Beer's most popular brews, like [Nelson IPA](#), [Duet IPA](#), as well as the new [Infinite Haze Hazy IPA](#), which has quickly become a best seller in Southern California [since it was released late last year](#). Along with the famous brews making its debut at Petco Park, local fan favorite food items join the taproom menu as the latest additions to the stadium's award-winning venue options. This includes house made Smoked Hot Links and Smoked Choripan Sausage Sandwiches from [Grand Ole BBQ](#), based out of North Park, San Diego.

As part of the Alpine Beer experience at the Petco Park stadium, fans can also check out the Alpine Beer concession stand in Craft Row, located in the main concourse behind home plate. Further, the brand will participate in all Petco Beerfest events throughout the season. These pregame, tailgate-style parties feature live music and limited Alpine Beer specials. The first event will be on March 31, 2023, with additional events coming this summer in May, June, July and August with beers for sale through the "Beer Me" digital ordering app.



About Alpine Beer:

Founded as a small-town brewery in Southern California with a passion for great beer and a thirst for adventure, Alpine Beer has been crafting high-quality ales since 1999. Known as the "Home of Pure Hoppiness," people have traveled from near and far to get ahold of our special beers. Today, Alpine Beer remains committed to brewing hop-forward beers and bringing them to beer lovers from coast-to-coast.

Alpine Beer is a part of the SweetWater Brewing Company's family of brands. Visit alpinebeerco.com and follow @AlpineBeerCo on all social platforms.

About SweetWater Brewing Company:

One of Atlanta's original craft breweries, founded 26 years ago, SweetWater Brewing is now the 10th largest craft brewery in the U.S. With two flagship breweries in Atlanta, Georgia, and Fort Collins, Colorado, SweetWater's award-winning craft beers and ready-to-drink cocktails are available coast to coast and in more states than ever before. Inspired by the outdoors, SweetWater is a passionate advocate for healthy waterways and conservation initiatives. Through its annual Save Our Water campaign, SweetWater continues to raise funds to support nonprofit organizations fighting for clean water and habitat conservation, including the Waterkeeper Alliance, Bonefish & Tarpon Trust, and Trout Unlimited.

SweetWater Brewery is a subsidiary of Tilray Brands, Inc. (Nasdaq: TLRY; TSX: TLRY), a leading global cannabis-lifestyle and consumer packaged goods company inspiring and empowering the worldwide community to live their very best life.

For further information about SweetWater Brewing Company, please visit www.sweetwaterbrew.com and follow [@SweetWaterBrew](https://twitter.com/SweetWaterBrew).

To learn about Tilray Brands, visit www.tilray.com or follow along [@Tilray](https://twitter.com/Tilray).

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.

Media:

For more information, please contact Chris Hong at christopher.hong@rygr.us.

¹ Source: [All 30 MLB stadiums, ranked: 2023 edition \(usatoday.com\)](https://www.usatoday.com/story/sports/mlb/2023/03/30/mlb-stadiums-ranked-2023-edition/11811110002)

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/1563c44c-2976-49ee-b5a1-142819072>



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Beer's most popular brews, like Nelson India Pale Ale (IPA) and Duet IPA, as well as the new Infinite Haze Hazy IPA, which has quickly become a best seller in Southern California since it was released late last year. Along with the famous brews making its debut at Petco Park Stadium, local fan favorite food items join the taproom menu as the latest additions to the stadium's award-winning venue options. This includes house made Smoked Hot Links and Smoked Choripan Sausage Sandwiches from Grand Ole BBQ, based out of North Park, San Diego.

Source: Tilray Brands, Inc.