



SweetWater Brewing Releases Red White and Blue American Lager

May 25, 2023

ATLANTA, May 25, 2023 (GLOBE NEWSWIRE) -- SweetWater Brewing Company ("SweetWater Brewing" or "SweetWater"), the ninth largest craft brewer in the U.S. and a subsidiary of Tilray Brands, Inc. (NASDAQ: TLRV and TSX: TLRV), today announces the summer release of **SweetWater American Lager**, a special edition of SweetWater's flagship Lager, featuring American red, white, and blue branding now available in over 10 states across the U.S. with further national distribution coming soon.

Ty Gilmore, President, U.S. Beer, Tilray Brands, said, "SweetWater's **American Lager** is a salute to American craft beer and our best-selling flagship Lager. We hope the refreshing and crisp American Lager will be a staple at backyard barbecues, tailgates, and get-togethers this summer."

SweetWater's American Lager (4.5% alcohol by volume) is a clean-bodied craft beer with a 100% premium Pilsner grain bill along with Crystal and Hallertau hops, expertly brewed for easy-drinking. The new American Lager is now flowing at SweetWater's flagship taprooms in Atlanta, Georgia and Fort Collins, Colorado and is also available in 12-packs of 12oz cans at grocery and liquor stores, as well as bars and restaurants across the U.S. in Georgia, Florida, South Carolina, Colorado, North Carolina, Pennsylvania, Wisconsin, Tennessee, Maryland, California, Kentucky, Minnesota, Texas, Missouri, West Virginia, and Mississippi.

This Memorial Day weekend, SweetWater will also be one of the participating breweries at this year's [Brew at the Zoo](#) from 6pm to 9:30 p.m., May 27, at 800 Cherokee Ave. in Atlanta. To find Sweetwater's American Lager and other craft brews near you, checkout SweetWater's beer finder online at www.SweetWaterBrew.com.

About SweetWater Brewing

One of Atlanta's original craft breweries, founded 26 years ago, SweetWater Brewing is now the 9th largest craft brewers 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: TLRV; TSX: TLRV), 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](#).

About Tilray Brands

Tilray Brands, Inc. (Nasdaq: TLRV; 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 a worldwide community to live their very best life, enhanced by moments of connection and wellbeing. Tilray's mission is to be the most responsible, trusted, and market-leading cannabis and consumer products company in the world with a portfolio of innovative, high-quality, and beloved brands that address the needs of the consumers, customers, and patients we serve. 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 craft beverages.

For more information on how we open a world of well-being, visit www.Tilray.com and follow @tilray on all social platforms.

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

<https://www.globenewswire.com/NewsRoom/AttachmentNg/b933641b-f4cc-4918-94e3-8470039e660d>

<https://www.globenewswire.com/NewsRoom/AttachmentNg/6fc8f74a-4fca-494e-a42f-59bc8ccfae04>



SweetWater Brewing Company New American Lager



The summer release of SweetWater's American Lager is here - a special edition of SweetWater's flagship easy-drinking lager, featuring American red, white, and blue branding.

SweetWater's New Brew American Lager Out Now



SweetWater's American Lager (4.5% alcohol by volume) is a refreshing, clean-bodied beer crafted with a 100% premium Pilsner grain bill and Crystal and Hallertau hops and brewed for easy summer-time drinking.

Source: Tilray Brands, Inc.