Alpine Beer's Fan-Favorite 'Windows Up' IPA Returns With Its Signature Tropical Dankness

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Back By Popular Demand, Windows Up Features Bright Tropical and Citrus Fruit Aromas, Backed by Resiny Pine Notes

SAN DIEGO, Dec. 20, 2023 (GLOBE NEWSWIRE) -- Alpine Beer, the iconic Southern California craft brand and subsidiary of Tilray Brands, Inc. (NASDAQ: TLRY and TSX: TLRY), announced today the return of its renowned '**Windows Up**' India Pale Ale ("IPA"), a complex West-Coast style IPA featuring bright tropical and citrus aromas followed by resiny pine and dank notes.

Initially released in 2016, **Windows Up** (7.5% alcohol by volume) won the hearts of IPA lovers with its harmonious blending of Mosaic and Citra hops that are well balanced by a malt bill of oats and wheat. Piney aromas mingle with grapefruit, lemon, lime, and berry notes, with complexity added by a lingering resinous presence and creamy mouthfeel. The beer pours a hazy golden straw color with a thick white foam.

"Alpine fans loved **Windows Up**, and it's been our most requested beer since we retired it several years ago," said Ty Gilmore, President of U.S. Beers for Tilray Beer. "**Windows Up**, which is a fun nod to the beer's dank and resinous flavors, is another brilliant expression of the West Coast-style IPA that's unmistakably Alpine. It carries the highest ABV of the Alpine lineup for those seeking bigger, more flavorful beers."



Windows Up is available throughout the Western United States in six-packs of 12-ounce cans.

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 which are available throughout the western United States.

Alpine Beer is a part of the Tilray family of brands. For more about Alpine and its latest launches, visit alpinebeerco.com and follow @AlpineBeerCo on all social platforms.

About Tilray Brands

Tilray Brands, Inc. (NASDAQ: TLRY; TSX: TLRY), 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.

For further information:

Alpine Beer Company Media:

Chris Hong, christopher.hong@rygr.us, (970) 924 - 0704 ext. 2103,

Tilray Brands Media: Berrin Noorata, news@tilray.com

Tilray Brands Investors: Raphael Gross, (203) 682-8253, Raphael.Gross@icrinc.com

A photo accompanying this announcement is available at https://www.globenewswire.com/NewsRoom/AttachmentNg/709c3849-c32d-43f5-8947-d96e58fcd912

Windows Up IPA by Alpine Beer Company Returns



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Source: Tilray Brands, Inc.