



## SweetWater Brewing Doubles Down on 'Gummies'

January 16, 2024 at 7:00 AM EST

### SweetWater Releases Two New Fruit-Forward, High-Alcohol 'Gummies' Brews: Sour Watermelon and Cherry Limeaid India Pale Ales

ATLANTA, Jan. 16, 2024 (GLOBE NEWSWIRE) -- [SweetWater Brewing Company](#) ("SweetWater Brewing" or "SweetWater"), the largest craft brewer in the Southeast and a subsidiary of Tilray Brands, Inc. ("Tilray" or the "Company") (NASDAQ: TLRV and TSX: TLRV), today announced the release of two bold additions to the **SweetWater Gummies** line of brews, its latest run on fruit-flavored, high-alcohol beers. Prepare to ditch the winter blues with **Sour Watermelon India Pale Ale (IPA)** and **Cherry Limeaid IPA**, which are both brewed with real fruit and clock in at 9.5% alcohol-by-volume (ABV).

SweetWater's progressive brews push the boundaries of flavor with **Sour Watermelon IPA** features a watermelon candy aroma, a crisp fruity body with a hint of tartness, and a slightly sweet finish. **Cherry Limeaid IPA** leads with a lime-forward profile, a subtle maraschino cherry aroma, a sweet citrus body, and a hint of candy cherry flavor with a clean, sweet finish.

"As a brewery that thrives on fresh ideas and flavor exploration, we are excited to introduce Sour Watermelon and Cherry Limeaid to our SweetWater Gummies lineup, which we've crafted to satisfy the strong demand for full-flavored, high-ABV beers," said Ty Gilmore, President of U.S. Beers for SweetWater Brewing Company. "Gummies are easy to drink and are perfect to kick start the night, whether you're throwing a house party, watching the game, or drinking with a few friends."

**Sour Watermelon IPA** and **Cherry Limeaid IPA** are now available nationally in major retailers in the new Gummies Variety twelve-pack which also includes the original Gummies Fruit Punch IPA and Tropical IPA. To find Gummies in a store near you, please visit SweetWater's [beer finder](#).



#### About SweetWater Brewing

SweetWater Brewing Company, the largest craft brewer in the southeast, is an award-winning brewery known for its stash of heady brews including

the original 420 Extra Pale Ale and loads of IPAs. Sweetwater's 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: TRLY; TSX: TRLY), 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](http://www.sweetwaterbrew.com) and [follow @SweetWaterBrew](#).

### **About Tilray Brands**

Tilray Brands, Inc. (Nasdaq: TRLY; TSX: TRLY), 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](http://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:**

SweetWater Brewing Company Media:

Chris Hong, [christopher.hong@rvgr.us](mailto:christopher.hong@rvgr.us), (970) 924 - 0704 ext. 2103,

Tilray Brands Media: Berrin Noorata, [news@tilray.com](mailto:news@tilray.com)

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

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/9bbf68ba-c562-4472-abd3-de60242e5c94>



Source: Tilray Brands, Inc.

SweetWater Gummies IPA Variety Pack



SweetWater Gummies IPA Variety Pack