



Breckenridge Distillery and Breckenridge Brewery Announce Fourth Edition of Sexy Motor Oil Whiskey and New Sexy Motor Oil Beer

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Limited-Edition Sexy Motor Oil Whiskey and Beer Collaboration Available Exclusively at Breckenridge Distillery and Breckenridge Brewery Locations in Colorado Starting on Valentine's Day

BRECKENRIDGE, Colo., Jan. 30, 2024 (GLOBE NEWSWIRE) -- [Breckenridge Distillery](#), one of the most-awarded craft distilleries in the U.S., and [Breckenridge Brewery](#), two subsidiaries of Tilray Brands, Inc. (NASDAQ: TRLRY and TSX: TRLRY), today announced the fourth edition of **Sexy Motor Oil**, a limited release collaboration barrel-aged whiskey alongside a new collaboration, a whiskey-barrel aged beer, of the same name. The two iconic Colorado brands have come together to bring the two new releases of Sexy Motor Oil to lovers of both whiskey and beer this Valentine's Day.

The ongoing Sexy Motor Oil collaboration between Breckenridge Distillery and Breckenridge Brewery, which are located three miles from one another, involves aging the brewery's Imperial Oatmeal Stout in the distillery's bourbon whiskey barrels. After the beer has been emptied from the barrels, the distillery fills the barrels with Breckenridge Bourbon Whiskey where it ages for more than a year to become Sexy Motor Oil whiskey.



This year's Sexy Motor Oil whiskey is 107 proof, with delicious cherry and caramel cream notes, perfectly balanced with a cinnamon and oak backdrop; dry cacao envelopes the tongue after every sip. The Sexy Motor Oil beer plays up big warming notes of rich chocolate and robust coffee flavors.

The barrel-aged beer is an imperial oatmeal stout aged over six months in a Breckenridge Distillery Bourbon Barrel with a 13.1% abv. With a velvety mouthfeel, this enticing beer is a great cold-weather sipper. The Imperial Oatmeal Stout imparts notes of dark chocolate-covered cherries, espresso, and toffee; and its time in the Breckenridge Distillery's high-rye bourbon barrels imparts hints of caramel sweetness layered with notes of vanilla. While the bourbon barrels impart bourbon characteristics, it's the time in the barrel that makes a smooth, complex, and sexy beer.

Starting Valentine's Day on Feb.14, 2024, the limited-edition Sexy Motor Oil whiskey will be available for purchase at Breckenridge Distillery and the Breckenridge Distillery Tasting Room on Main Street in Breckenridge, Colorado, and will retail for \$200. The limited-edition Sexy Motor Oil beer will be available in Crowlers and single serve 16 oz cans at the Breckenridge Brewery Brewpub for \$9 and offer 10oz pours in house for \$8.



“Our collaboration with Breckenridge Brewery has deepened over the years, rooted in a mutual commitment to craftsmanship and innovation,” said Bryan Nolt, founder and CEO of Breckenridge Distillery. “Sexy Motor Oil represents the harmonious blend of our expertise and the embodiment of our shared values. We invite connoisseurs to savor a fusion of distinct flavors, meticulous attention to detail, and a passion for creating exceptional libations.”

“Having both Breck Distillery and the Breck Brew Pub in the same town since the beginning has created a natural hometown partnership--allowing us the ability to talk shop over lunch and come up with creative collaborations like Sexy Motor Oil,” said Jimmy Walker, Head Brewer for Breckenridge Brewery. “Moreover, having them down the street allows us to exchange the freshest barrels possible which maximizes the flavor impact on the barrel aged beer, and the beer barrel aged whiskey creating something extraordinary.”

Breckenridge Distillery and Breckenridge Brewery are no strangers to barrel aged collaboration projects. In previous years, the two iconic Breckenridge businesses have released [Buddy Pass](#) a similar collaborative concept featuring an Imperial Stout Cask Finished Whiskey and Whiskey-Barrel Aged Oatmeal Stout Beer—that is available in select states.

Visit Breckenridge Distillery and Breckenridge Brewery locations to pick up bottles of this year's limited edition Sexy Motor Oil whiskey and beer to gift on Valentine's Day. For more on the production behind the Sexy Motor Oil, visit www.breckenridgedistillery.com.

About Breckenridge Distillery

Founded in Colorado in 2008, Breckenridge Distillery is the “World’s Highest Distillery,” and is best known for its award-winning blended bourbon whiskey, a high-rye mash American-style whiskey.

One of the most highly awarded distilleries in the U.S., the Breckenridge Distillery is proudly a 3x Icons of Whisky and 9x winner of Best American Blended winner at the World Whiskies Awards by Whisky Magazine (2016, 2017, 2018, 2019, 2021, 2022 and 3x in 2023) and a 4x winner of Colorado Distillery of the Year by the New York International Spirits Competition. Most recently, their Breckenridge High Proof won World’s Best Blended Whiskey at the World Whiskies Awards joining Breckenridge Gin 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 have the opportunity to blend their own whiskey as they learn the inner workings of whiskey production.

To learn more about Breckenridge Distillery, visit www.breckenridgedistillery.com. Keep up with Breckenridge Distillery on Instagram by following [@breckdistillery](#) and become a fan at facebook.com/BreckDistillery.

About Breckenridge Brewery

Breckenridge Brewery opened its doors in 1990 in the ski town of Breckenridge, Colorado. What started as a small brewpub has grown into one of the largest breweries in the U.S. The original brewery still serves its craft beer and delicious pub fare at a high altitude. The production brewery outside of Denver sends beer to 49 states and offers tours, dining, and a welcoming Colorado beer garden experience. With a focus on balanced, approachable, and interesting beer, the brewery’s portfolio contains classics like Vanilla Porter, Avalanche Amber Ale, Agave Wheat, Strawberry Sky, and Hop Peak IPA, along with a variety of specialty beers that include seasonals, barrel-aged beers, the Brewery Lane Series, and a nitrogen-charged canned series. Visit www.breckbrew.com for more information.

Both Breckenridge Distillery and Breckenridge Brewery are subsidiaries of Tilray Brands, Inc. (NASDAQ: TLRY and 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 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 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

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The Fourth Edition of Sexy Motor Oil is Here!



Limited-Edition Sexy Motor Oil Whiskey and Beer Collaboration Now Available Exclusively at Breckenridge Distillery and Breckenridge Brewery Locations in Colorado Starting on Valentine's Day

Photo Courtesy: Jessie Unruh, Breckenridge Distillery



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Source: Tilray Brands, Inc.