



Tilray Brands Celebrates Big Wins at the Craft Brewer's Conference and 2024 World Beer Cup, the Most Prestigious Beer Competition in the World

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10 Barrel Brewing Wins Innovation in Craft Brewing Award and Sweeps German-Style Sour Ale Category with Gold, Silver, and Bronze Medals

Green Flash Brewing Wins Bronze in Juicy or Hazy Pale Ale Category

NEW YORK, April 25, 2024 (GLOBE NEWSWIRE) -- Tilray Brands, Inc. (Nasdaq | TSX: TLRY), a leader in the craft beer and cannabis-lifestyle industries, celebrates high honors and awards at the [2024 Craft Brewer's Conference and World Beer Cup](#). 10 Barrel Brewing won four craft beer awards and 10 Barrel's Brewmaster, Tonya Cornett an industry trailblazer, was recognized with the esteemed Russell Schehrer Award for Innovation in Craft Brewing. Green Flash Brewing also took home honors for their world class Hazy West Coast IPA.

Irwin D. Simon, Chairman and CEO of Tilray Brands, said, "I am incredibly proud of the Tilray Beer team for their outstanding achievements at the 2024 Craft Brewer's Association Conference and World Beer Cup. Winning multiple awards in highly competitive categories is a testament to their passion, creativity, and commitment to quality. These awards are a reflection of our brands' dedication to excellence and innovation, and we will leverage these award-winning brands to capture new markets and connect with more consumers. Cheers to Tonya Cornett, Brewmaster at 10 Barrel Brewing, for earning the prestigious Russell Schehrer Award for Innovation in Craft Brewing. Her passion for craft brewing and commitment to innovation have set a new standard in the industry, and we are honored to have her as part of the Tilray Brands family. Congratulations on this well-deserved recognition."



Ty Gilmore, President, U.S. Beer at Tilray Brands, said, "Winning awards is just the beginning. At Tilray Brands, we are committed to bringing the best craft beers to beer lovers across the country. We plan to leverage our network and expertise to expand the distribution of our award-winning beer brands, including 10 Barrel and Green Flash, to new markets and regions. Our goal is to make these exceptional beers available to everyone who appreciates the artistry and quality of craft brewing."

[10 Barrel Brewing Company:](#) Bend, Oregon

In a remarkable showcase of their brewing craft, 10 Barrel Brewing secured a total of **four awards** at this year's World Beer Cup. Among 111 entries, 10 Barrel's **Ginzu** craft brew won Gold in the 'Herb and Spice Beer' category. They also dominated the **'German-style Sour Ale' category winning Gold for German Sparkle Party, Silver for Riviera, and Bronze for Baywindow craft beers.**

[Green Flash Brewing:](#) San Diego, California

Winning **bronze** for the **'Juicy or Hazy Pale Ale'** category at this year's World Beer Cup Awards, Green Flash Brewing's innovation shines with their **Hazy West Coast IPA**. Brewed using a blend of Citra, Motueka, and El Dorado hops, this refreshing and tropical brew further cements Green Flash's reputation for exceptional craft beers.



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:

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Photos accompanying this announcement are available at
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Source: Tilray Brands, Inc.

10 Barrel Brewing Team Accepts All Four Awards for World Beer Cup 2024



Tonya Cornett is recognized with the esteemed Russell Schehrer Award for Innovation in Craft Brewing.

Green Flash Brewing Hazy West Coast IPA



A tropical brew with a blend of Citra, Motueka, and El Dorado hops wins bronze.