



Widmer Brothers Brewing's Beloved White Gold Hazy Lager Returns

Feb 15, 2024

Generations In the Making, This Hazy Golden Wheat Lager Balances the Scales With Elegance of Flavor Both Crisp and Smooth

PORTLAND, Ore., Feb. 15, 2024 (GLOBE NEWSWIRE) -- [Widmer Brothers Brewing \("Widmer Brothers"\)](#), brewers of one of Oregon's favorite craft beer and oldest craft breweries in Portland, and a subsidiary of Tilray Brands, Inc. ("Tilray") (NASDAQ: TLRY and TSX: TLRY), announced today the return of its seasonal favorite, [White Gold Hazy Lager](#), now gracing shelves and taps for its second year. This unique brew, a modern twist on the traditional German Kellerbier, boasts a light and refreshing body, a subtly toasted aroma, and a delightfully crisp finish.

With a legacy as the trailblazers of wheat beers within the craft beer industry, Widmer Brothers demonstrate how wheat can transcend the lager style by providing a silkier mouthfeel and harmonious flavors without sacrificing lager's characteristic crisp, refreshing aroma and finish. Coming in at 4.7% ABV, the lighter drinkability of the style showcases the versatility of this beer, making it a crowd favorite.

As part of White Gold Hazy Lager's return, Widmer Brothers has partnered with local Chef Kourtney Paranteau of [Cute Meat Inc.](#), unveiling a series of inspired recipes starting with a Beer Chex Mix that ingeniously incorporates White Gold Hazy Lager and [Widmer Wing Sauce](#) - from local Pacific Northwest hot sauce maker [Silagy Sauce](#) - the perfect snack to enjoy while watching some big upcoming sporting events in the next few weeks. Keep an eye out for more themed collaboration recipes featuring White Gold Hazy Lager this spring.

"White Gold Hazy Lager elevates the lager category by adding new elements of haze, imparting smoothness and a balanced body that present-day beer drinkers love from Hazy IPAs," said, Widmer Brothers Brewmaster Kaylen Gibbens. "The unique haze of this beer comes from adding wheat in the malt bill, a process for which Widmer Brothers is an expert."

Available across the Pacific Northwest in major retail outlets, White Gold Hazy Lager is ready to complement any occasion, offering a refined yet approachable beer experience that captures the essence of craft brewing innovation. Age 21+. Always drink responsibly.

Stay tuned for more delicious, beer-infused recipes and collaborative creations featuring White Gold Hazy Lager by following Widmer Brothers Brewing on social media at [@widmerbrothers](#) and visiting the brewery's [website](#).



About Widmer Brothers Brewing

In 1984, Kurt and Rob Widmer quit their jobs to follow a lifelong passion for making great beer that could be shared with friends and family. From the very first pitcher, the Widmer Brothers sought to make beer that's easy to enjoy and perfect for sipping on the back porch or wherever life takes you. A lot has changed since then, but the truth that started it all remains - great beer brings people together. Widmer Brothers is proud to be celebrating its

40th Anniversary in 2024 and looks forward to many more decades of delicious brews.

For further information about Widmer Brothers Brewing, please visit <https://www.widmerbrothers.com/> and follow [@widmerbrothers](#).

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.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/2611caf1-2b4d-4867-a945-380d10043d3a>



Source: Tilray Brands, Inc.

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