



SweetWater Brewing Launches New Sunset Sippin' Cocktail Inspired Hard Seltzers

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The New Innovation Bolsters SweetWater's Beyond Beer Offerings

ATLANTA, May 16, 2024 (GLOBE NEWSWIRE) -- [SweetWater Brewing Company](#) ("SweetWater Brewing" or "SweetWater"), one of the largest craft brewers in the Southeast and a subsidiary of Tilray Brands, Inc. (NASDAQ: TLRV and TSX: TLRV), announced today the release of its new Sunset Sippin' Cocktail Inspired Hard Seltzers, crafted for a laid-back, tropical drinking experience. Sunset Sippers are available now throughout the Southeast and select national markets.

SweetWater's newest beyond-beer additions are influenced by classic easy-drinking coastal cocktails, including:

- **Wild Berry Punch (6% alcohol-by-volume):** A tasty and refreshing take with a bold berry flavor and a zesty punch. The deliciously fruity drink is a perfect summer sipper with an infusion of raspberry, blueberry, and blackberry flavors.
- **Sweet Tea Lemonade (6% ABV):** A SweetWater twist on a Southern staple, paired with the timeless duo of sweet tea and lemonade, for a crisp and satisfying sip every time.
- **Mango Sunrise (6% ABV):** Sip into the sunrise with this tropical delight. The radiant flavors catch the essence of ripe mangoes and citrusy sunshine, tasting just like sun-kissed paradise.
- **Strawberry Peach Smash (6% ABV):** Smash into this vibrant collision of juices, with the sweetest of strawberries, the juiciest of peaches and a kick of ginger. A perfect choice for those who crave a burst of Southern flavor.

"With beyond-beer additions to our portfolio such as the Sunset Sippin' seltzers, SweetWater is staying top-of-mind with drinkers and meeting new consumers with products in fast-growing categories," said Prinz Pinakatt, Chief Marketing Officer of U.S. Beers for Tilray Brands. "These hard seltzers are arriving just in time for summer and are the perfect drinks to enjoy with live music, a day on the water, and beautiful sunsets."

The Sunset Sippin' hard seltzers are available in variety packs of 12 twelve-ounce cans. To find them in a store or on-premise location 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: TLRV; TSX: TLRV), 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 and [follow @SweetWaterBrew](#).

About Tilray Brands

Tilray Brands, Inc. (Nasdaq: TLRV; TSX: TLRV), 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/63c97037-d451-4672-921a-033565616c35>



Source: Tilray Brands, Inc.

SweetWater Sunset Sipper



SweetWater Brewing Company