



SweetWater Brewing Launches Daytrip IPA: A New Tropical Escape in Every Sip

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Embark on a Sun-Drenched Journey of Flavor with SweetWater Brewing's Exhilarating New Everyday IPA

ATLANTA, Jan. 08, 2025 (GLOBE NEWSWIRE) -- [SweetWater Brewing Company](#) ("SweetWater Brewing" or "SweetWater"), the largest craft brewer in the Southeast and a subsidiary of Tilray Brands, Inc. (NASDAQ: TLRV and TSX: TLRV), proudly unveils its newest craft brew: [Daytrip India Pale Ale](#), a vibrant addition to its year-round flagship line. This easy-drinking brew delivers a refreshing wave of tropical fruit notes, low bitterness, and a captivating citrus aroma – the perfect escape to a sun-kissed paradise.

Daytrip IPA (6.6% ABV) is an American-style IPA bursting with bright, juicy, undeniably tropical flavors and a smooth, refreshing finish. The exceptional taste is achieved by a masterful blend of Columbus, Citra, Waimea, Mosaic, and Simcoe hops, creating a symphony of tropical and citrus fruit flavors, all expertly balanced by 2-Ros, Munich, Carafoam, and Crystal malts. The result is a truly unforgettable exotic and escapist experience.



Prinz Pinakatt, Chief Growth Officer at Tilray Beverages, said, "With growing consumer demand for more approachable IPA options, we are excited to present Daytrip IPA. It captures the bold, dynamic hop characteristics SweetWater fans adore, while presenting a delightfully lower bitterness." He adds, "Rigorous research and extensive testing have gone into perfecting this recipe, and choosing premium ingredients. We're confident that Daytrip IPA will resonate with consumers and solidify our leadership in the IPA category – a cornerstone of our brewery – and will deliver on the promise of feeling like you've found an island-inspired escape."

Daytrip IPAs packaging was designed to reflect the beer's vivid, island-like essence, promising a sensory adventure from the moment it is seen. To amplify the launch, SweetWater is rolling out an integrated marketing campaign that includes trade programming, paid media and engaging social media giveaways and activations. The beer will be prominently featured at the [SweetWater 420 Fest](#), the brewery's annual music festival, scheduled for April 18-20, 2025, at Atlanta's Pullman Yards.

Daytrip IPA is now available in the following formats:

- 12-pack of 12-ounce cans
- 6-pack of 12-ounce cans
- Individual 19.2-ounce cans
- Draft

Locate a nearby store or on-premise location using [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 are available coast to coast. Inspired by the outdoors, SweetWater is a passionate advocate for healthy waterways and conservation initiatives. SweetWater focuses its community support for organizations fighting for clean water and habitat conservation. For further information about SweetWater Brewing Company, please visit www.sweetwaterbrew.com and follow @SweetWaterBrew.

SweetWater Brewery is a subsidiary of Tilray Brands, Inc. (Nasdaq: TLRY; TSX: TLRY), a leading global cannabis-lifestyle and consumer packaged goods company inspiring and empowering the worldwide community to live their very best life.

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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/e6714e35-f1ab-4dca-bc63-fe5af08b81fd>