



## 10 Barrel Brewing Launches Non-Alcoholic Apocalypse IPA, a Bold Craft Brew for Your Next Adventure

Apr 30, 2025

BEND, Ore., April 30, 2025 (GLOBE NEWSWIRE) -- [10 Barrel Brewing](#), a Tilray Brands, Inc., (NASDAQ: TLRY and TSX: TLRY) craft beer brand, is excited to announce the launch of [NA Apocalypse IPA](#), a non-alcoholic version of their beloved [Apocalypse IPA](#). This new offering delivers the same bold, hop-driven flavor that fans have come to love, now without the alcohol.

NA Apocalypse IPA is crafted with the same big flavor to provide the signature punch of pine, citrus, and tropical notes that define the original IPA, minus the alcohol. Whether you're winding down at the end of the day or gearing up for a new adventure, NA Apocalypse IPA offers a taste that's big on hops and light on compromise.



"We wanted to create a non-alcoholic beer that doesn't sacrifice the bold flavors our fans expect from 10 Barrel Brewing," said Brian Hughes, West Coast Brand Director, at Tilray Beverages. "NA Apocalypse IPA is perfect for those who want the full IPA experience without the alcohol."

NA Apocalypse IPA comes in 6-packs of 12 oz. cans and is now available at the 10 Barrel Taprooms, select restaurants, bars and retailers. For more information, visit <https://10barrel.com/beer/na-apocalypse>.

### About 10 Barrel Brewing Co.

10 Barrel Brewing Company is a craft brewery based in Bend, Oregon, featuring innovative beers brewed locally at each of its four brewpub locations in Bend, Portland, and Boise. 10 Barrel has one simple mindset: Brew beer, drink beer, and have fun doing it. For more information, visit [www.10barrel.com](http://www.10barrel.com) and follow [@10barrelbrewing](#) on social.

### About Tilray Brands

Tilray Brands, Inc. ("Tilray") (Nasdaq: TLRY; TSX: TLRY), is a global lifestyle and consumer packaged goods company at the forefront of beverage, cannabis and wellness industries with operations in Canada, the United States, Europe, Australia, and Latin America that is leading as a transformative force at the nexus of cannabis, beverage, wellness, and entertainment, elevating lives through moments of connection. Tilray's mission is to be a leading premium lifestyle company with a house of brands and innovative products that inspire joy, wellness and create memorable experiences. Tilray's unprecedented platform supports over 40 brands in over 20 countries, including comprehensive cannabis offerings, hemp-based foods, and craft beverages.

For more information on Tilray Brands, visit [www.Tilray.com](http://www.Tilray.com) and follow @Tilray.

### **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 more information**

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Photos accompanying this announcement are available at

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