Blue Point Brewing Co. Announces the Return of Delayed Pilsner

May 6, 2025

A Refreshing Brew Perfect for Life's Unexpected Delays, Blue Point's Delayed Pilsner is Now Available at Transit Hubs Across New York City

PATCHOGUE, N.Y., May 06, 2025 (GLOBE NEWSWIRE) -- Blue Point Brewing Co., a Tilray Brands, Inc., (NASDAQ: TLRY and TSX: TLRY) craft beer brand, announces the highly anticipated re-release of **Delayed Pilsner**, a beer crafted to soothe the soul of every New Yorker facing the inevitable delays of city life.

Whether it's 2 minutes or 2 hours, delays are scientifically proven to be the bane of any New Yorker's existence. But fear not, Blue Point Brewing has brewed the ultimate lager to get you through this abomination. Delayed Pilsner is brewed with a blend of floral, spicy hops that impart subtle apple and lemon-lime aromas. Balanced by slight honey notes from a creamy malt body, the result is a crisp, drinkable lager that will make your crowded, frustrating, too-much-body-heat-filled delay just a bit more bearable.



"We understand the challenges of city life and the frustration that comes with delays," said Carrie Shafir, Senior Brand Director, Tilray Beverages. "Delayed Pilsner is our way of helping New Yorkers find a moment of peace amidst the chaos. It's a beer that's not just refreshing but also comforting."

Delayed Pilsner is now available in 16oz cans starting at transit hubs throughout the Metro New York area and select retailers. The can's design is inspired by the numerous “delayed” signs scattered across Long Island destinations on Penn Station's departure board.

Join us in raising a glass to smoother commutes and more enjoyable waits.

About Blue Point Brewing

Blue Point Brewing Company was founded in 1998 in Patchogue, New York and is Long Island’s OG craft brewery. Twenty-seven years later, with a widely appealing portfolio of beer and beyond beer brands, Blue Point has grown to be one of the largest breweries in New York, with a footprint up and down the entire East Coast. Blue Point’s flagship beer, Toasted Lager, has won several awards including a gold medal at the World Beer Cup.

For more information about Blue Point Brewing, please visit www.bluepointbrewing.com and follow us on Instagram @BluePointBrewing.

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 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

Media Contact: news@tilray.com

Investor Contact: investors@tilray.com

A photo accompanying this announcement is available at https://www.globenewswire.com/NewsRoom/AttachmentNg/d201291d-1e77-4b65-a40a-30cb047fb809