



SweetWater Brewing and Zoo Atlanta Celebrate 18 Years of Collaboration with a Special Edition Beer

May 29, 2025

Introducing 'Pink Flamboyance Lager' – A Tribute to Zoo Atlanta's Iconic Flamingos

ATLANTA, May 29, 2025 (GLOBE NEWSWIRE) -- [SweetWater Brewing Company](#) ("SweetWater Brewing" or "SweetWater"), the largest craft brewer in the Southeast and a Tilray Brands, Inc. company (NASDAQ: TLRY and TSX: TLRY) is thrilled to extend their partnership with Zoo Atlanta for an 18th year, making it one of the longest running partnerships in the SweetWater's history. Adding a splash of color to summer with its latest limited-edition brew, **Pink Flamboyance Lager**, marks a true collaboration between the two iconic Atlanta brands. Inspired by the elegance and playful spirit of the flamingoes at Zoo Atlanta, this crisp and refreshing beer blends smooth floral notes with a fresh, lively finish. And yes—it's actually pink.



Crafted for warm-weather sipping, Pink Flamboyance Lager celebrates the beauty of Atlanta's iconic flock with a brew as distinctive as its namesake. Whether enjoyed at Zoo Atlanta or the SweetWater Taproom, this seasonal exclusive promises a unique drinking experience that pairs perfectly with sunshine and good vibes.

"As a brewery that thrives on creativity and connection with our hometown, we wanted to craft a beer that mirrors the flair and fun of Atlanta's iconic zoo and its flamingoes," said Carrie Shafir, East Coast Senior Brand Director. "The result is Pink Flamboyance Lager, a beer that's as fresh and eye-catching as the birds themselves."

"For 18 years, Zoo Atlanta and SweetWater Brewing have shared a commitment to conservation and community, and we couldn't be more excited to celebrate that partnership with Pink Flamboyance," said Jennifer Smith, Chief Operating Officer for Zoo Atlanta. "This limited-edition brew is a tribute to the vibrant spirit of our iconic flamingos and the incredible journey we've shared with SweetWater. Cheers to 18 years and to many more ahead!"

Pink Flamboyance is this summer's must-try brew, available only at Zoo Atlanta and the SweetWater Taproom. Enjoy a pint and raise a glass.

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.

About Tilray Brands

Tilray Brands, Inc. ("Tilray") (Nasdaq: TLRY; TSX: TLRY), is a leading global lifestyle and consumer packaged goods company 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 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 how we are elevating lives through moments of connection, visit [Tilray.com](https://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/b3f53bd8-5375-4ed2-9db9-12de863007c2>