Broken Coast Cannabis Brand Launches Premium and Limited BC Selects Line and Unveils New Strain “Sprits 26”, Elevates Craft Portfolio with Modern Blue Dream Release

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NANAIMO, British Columbia, Sept. 17, 2025 (GLOBE NEWSWIRE) -- Tilray Brands, Inc. (“Tilray”) (Nasdaq: TLRY; TSX: TLRY), a leading lifestyle and consumer-packaged goods company, announced that its premium craft cannabis brand **Broken Coast** is launching BC Selects, a new limited-edition line of premium cannabis flower that features unique phenotypes from its proprietary genetic library. The first strain in this series, **Sprits 26**, is now available exclusively in British Columbia, underscoring Broken Coast’s dedication to precision and excellence in craft cannabis production.

BC Selects exemplifies Broken Coast’s highest standard of phenotype selection, providing consumers with access to small-batch, non-irradiated flower selected for their exceptional qualities, including dense cola structure, abundant trichomes, and pronounced terpene profiles. Each release in this series will be exclusive and limited, underscoring Broken Coast’s commitment to prioritizing quality over quantity.

Sprits 26 (the 26th phenotype from a Spritzer lineage) delivers a balanced hybrid experience with a minty, earthy profile and a sweet, gassy finish. It features **28–34% THC**, **2–5% terpene content**, and dominant terpenes including **nerolidol, caryophyllene, and geranyl acetate**. Available in **3.5 g whole flower**, Sprits 26 sets the tone for future BC Selects product drops.



Alongside the BC Selects debut, Broken Coast is introducing a modern expression of **Blue Dream** in **7 g whole flower** and **3 × 0.5 g pre-roll formats**. This pheno-hunted, small batch version of the iconic cultivar preserves its classic sweet blueberry and herbal notes while delivering contemporary consistency and structure through Broken Coast’s hallmark indoor, hand trimmed, slow cured process.

“BC Selects is about pushing the boundaries of craft,” said Blair MacNeil, President, Tilray Canada. “By curating the most exceptional phenotypes from hundreds of in-house genetics, we’re giving consumers access to strains that truly represent the pinnacle of Broken Coast’s cultivation expertise.”

Products will be available through authorized retailers and provincial online stores beginning this month; availability and formats vary by province.

About Broken Coast

Broken Coast is raising the standard for craft cannabis through the relentless pursuit of purity. It’s late nights. It’s long days. It’s an incurable obsession with pursuing the purest, most quintessential expression of the plant that began in 2013 on the pristine coast of Vancouver Island and continues to inspire us every single day.

For us, striving for purity isn’t a sprint – it’s an infinite marathon. We believe patience is a virtue and we know real quality can’t be rushed. That’s why we take our time phenohunting through thousands of plants, unsatisfied until we discover the most exceptional expressions of genetics. It’s why we monitor our grow rooms for temperature, airflow, nutrition, and humidity. And why we adhere to strict procedural and environmental protocols to maximize purity, quality, and customer satisfaction.

This uncompromising, unrelenting pursuit ensures we grow big, beautiful buds that deliver quality you can see, smell and taste. Creating pristine, high-quality cannabis takes care and time, which is why we take ours in the pursuit of purity.

For more about Broken Coast, visit brokencoast.com and follow @BrokenCoastCanada on Instagram.

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.

Products under the Broken Coast brand are promoted and sold by Tilray’s wholly-owned subsidiary, Aphria Inc.

For more information on how we are elevating lives through moments of connection, visit 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 concerning, among other things, the Company’s ability to commercialize new and innovative products worldwide. 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 Tilray 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/b23b0cc6-06c8-4ec0-ac66-691b8a808b7a