



Tilray Beverages Unveils New Fall Seasonal Craft Brews with Oktoberfest-Inspired Lineup

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ATLANTA, Sept. 23, 2025 (GLOBE NEWSWIRE) -- [Tilray Brands, Inc.](#) (NASDAQ: TLRY and TSX: TLRY), a leading global lifestyle and consumer packaged goods company, is raising a stein to the season with a festive lineup of Oktoberfest-inspired craft brews from its celebrated craft beer portfolio. As the leaves turn and the air crisp, Tilray invites beer lovers to embrace the spirit of fall with brews that blend German tradition and local creativity, perfect for fireside chats, backyard gatherings, and every "Ein Prosit" in between.

"Oktoberfest is a cherished time for craft beer fans," said Prinz Pinakatt, Chief Growth Officer at Tilray Beverages. "Our breweries have crafted these seasonal releases to honor classic German styles while adding a unique local twist. It's all about celebrating the season with flavor, authenticity, and a touch of fall magic."

This year's fall seasonal lineup features:

- [Atwater Brewery's Bloktober Fest](#) (ABV 6.1%): This German Style Marzen exhibits bready, nut-like characters with a clean, light sweetness brought to heel by a crisp hop finish.



- [Blue Point Brewing Company's Oktoberfest](#) (ABV: 5.7%): Our seasonal Marzen style lager, Blue Point Oktoberfest is a rare example of the traditional German Oktoberfest style, particularly on the East coast where autumn seasonals are more common.



- [Breckenridge Brewery's Oktoberfest](#) (ABV: 6%): An elegant German Amber Lager that's true to style and exceptionally smooth. Bready, toasty aromas and flavors mingle with light malty sweetness, offering a soft mouthfeel and a touch of hops for a clean, dry finish.



- [Terrapin Beer Company's Oktoberfest](#) (ABV 5.5%): This take on a classic Bavarian beer is brewed with 100% German malts and hops, this Marzen-style lager will have you singing "Ein Prosit" in no time.



- [Widmer Brothers Brewing's Okto Festive Ale](#) (ABV 5.5%): A not-too-bitter, not-too-sweet brew that perfectly captured the arrival of Fall. Medium-bodied and deep in Amber color - the perfect bier for Autumn's shorter and cooler days. This and all the legendary Widmer Brothers beers will be served up at the Widmer Brothers Oktoberfest celebration on September 27th. Plan your visit [here](#).



Whether you're tailgating, leaf-peeping, or just enjoying the season's slower pace, Tilray Beverages has the perfect pour for every fall moment.

21+ Only. Always enjoy responsibly.

For more on Tilray Beverages and to explore each brand's seasonal offerings, visit their websites and dive into a world of flavor, just in time for fall.

About Tilray Brands

Tilray Brands, Inc. ("Tilray") (Nasdaq: TLRV; TSX: TLRV), 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.

For further information, please contact

Media: news@tilray.com

Investors: investors@tilray.com

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