Tilray Brands Sets Sights on Asia: Bringing Award-Winning Craft Beers to Japan's Premier American Craft Beer Experience Festival

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NEW YORK, Oct. 30, 2025 (GLOBE NEWSWIRE) -- **Tilray Brands, Inc.** (NASDAQ: TLRY and TSX: TLRY), a global lifestyle and consumer packaged goods company at the forefront of the beverage, cannabis and wellness industries, is bringing its celebrated craft beer brands to the heart of Asia. Tilray will debut select craft brands at the highly anticipated **American Craft Beer Experience Festival** in Japan, held November 22–24, 2025, in Tokyo's vibrant Hibiya Park.

Tilray's participation in the American Craft Beer Experience Festival in Japan underscores the company's commitment to growing its beverage business across key global markets, especially in Asia, where demand for premium craft brews continues to soar. As part of the Brewers Association's Export Development Program, the festival stands as Asia's top event for American craft breweries, drawing thousands of industry leaders, enthusiasts, and media from across the region.



Tilray Brands will host its own dedicated booth, pouring **tap-only selections** from its celebrated portfolio, including:

- **10 Barrel Brewing Co.** – *Cloud Mentality and Apocalypse IPA*
- **Green Flash Brewing Co.** – *West Coast IPA*
- **Alpine Beer Company** – *Duet IPA*

"Tilray's presence at the American Craft Beer Experience Festival is a testament to our global vision and the success of our beverage brands," said Rajnish Ohri, President, International. "Expanding into Japan and broader Asia unlocks tremendous opportunities for growth, collaboration, and cultural exchange. We are excited to share the artistry and bold flavors of our craft beers with new audiences and strengthen our international footprint."

The festival, now in its eighth year, is a cornerstone of the Brewers Association's international outreach, offering a platform for U.S. breweries to build relationships and explore new market opportunities. Tilray's booth will offer attendees a chance to engage directly with brewery representatives, learn about brewing techniques, and explore the unique flavor profiles of each beer, all served fresh from the tap.

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 Tilray's brand portfolio, 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. 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

A photo accompanying this announcement is available at https://www.globenewswire.com/NewsRoom/AttachmentNg/d8d9d79f-e991-49e8-a363-c52d3dfc7268.