2025 Cannabis Holiday Gift Guide Highlights Canada's Most Popular Cannabis Products for the Holiday Season

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TORONTO, Dec. 04, 2025 (GLOBE NEWSWIRE) -- Tilray Brands, Inc., company ("Tilray") (Nasdaq: TLRY; TSX: TLRY), a global lifestyle and consumer packaged goods company at the forefront of the cannabis, beverage, and wellness industries, today released its **2025 Cannabis Holiday Gift Guide,** showcasing Canadians' top picks for gifting, entertaining, and seasonal celebrations.

With cannabis now firmly embedded in Canada's holiday culture, the guide arrives ahead of one of the industry's busiest retail periods. According to Statistics Canada, retail cannabis sales reached nearly $500 million in December 2024, the highest monthly total of 2024.[1]

"Cannabis has become part of how Canadians celebrate, whether it's their new drink of choice at parties, gifting a favourite strain, or discovering new edibles," said **Blair MacNeil, President, Canada, Tilray Brands**. "Our Holiday Gift Guide reflects what consumers are looking for right now: quality, convenience, flavour, and products that elevate shared experiences."

The curated guide features leading brands across multiple price points and categories—from top-selling pre-rolls and craft flower to infused beverages and premium chocolates, highlighting the range of products shaping consumer trends across Canada.

[1] Source: Canada reaches half a billion in monthly cannabis sales in December 2024 | StratCann

2025 Cannabis Holiday Gift Guide Highlights

Good Supply – For Social, Easygoing Gatherings

- **Double Dutchies (Pre-Rolls)** – A crowd-pleasing favourite for group hangs.
- **Jean Guy (Flower)** – A bright, citrus-forward classic.
- **Sweet Berry Kush (Flower)** – Smooth and flavourful for post-dinner relaxation.

Redecan – For Enthusiasts and Everyday Experts

- **Wrapped & Redees (Pre-Rolls)** – A holiday-ready twist on one of Canada's most consistent formats.
- **Legit Live Resin AIO** – High-potency convenience in an all-in-one device.
- **Amped Live Resin Liquid Diamond Cart** – Powerful and perfect for late-night gatherings.
- **Redees** – Reliable, shareable, and widely loved.

Broken Coast – For the Premium Host

- **Blue Dream (Flower)** – A trusted craft classic for holiday vibes.
- **Coffee Creamer (Flower)** – Rich, smooth flavour ideal for winter nights.

XMG & Chowie – For Sweet, Festive Treats

- **XMG Atomic Sour Edible 5-Packs** – Bold, tangy stocking stuffers.
- **XMG Cream Soda** – Sweet, nostalgic, and shareable.
- **Chowie Balanced Chocolate** – Decadent, chocolates for elevated holiday indulgence.

Mollo – For Alcohol-Free Celebrations

- **Mollo Seltzer 4-Packs** – A crisp THC-infused alternative for holiday cheers.
- **Mollo 10** – A higher-dose option for seasoned consumers seeking a slow-sipping experience.

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.

19+ Only. Always enjoy responsibly.

All cannabis products featured in this guide are sold under Tilray's subsidiary, Aphria Inc., a licensed producer under the Cannabis Act.

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

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