



Tilray Releases the Ultimate 2025 Holiday Drink Gift Guide, Celebrating Seasonal Sips and Moments of Connection from Coast to Coast

Dec 4, 2025

ATLANTA, Dec. 04, 2025 (GLOBE NEWSWIRE) -- Tilray Brands, Inc. company ("Tilray" (Nasdaq: TRLRY; TSX: TRLRY), a global lifestyle and consumer packaged goods company at the forefront of the beverage, cannabis and wellness industries, is pleased to unveil the Ultimate 2025 Holiday Drink Gift Guide—a curated collection of the season's most giftable craft beers, premium spirits, ready-to-drink cocktails, and hemp-derived beverages designed to elevate gatherings and spark moments of connection across North America.

From snowy family reunions to festive friend gatherings and coast-to-coast holiday travel, Tilray's beverage portfolio delivers something for everyone and every celebration.

"The holidays are about celebrating the people and traditions that matter most," said Prinz Pinskiatt, Chief Growth Officer, Tilray Beverages. "Our beverage portfolio brings a unique taste and personality to every gathering—whether it's a festive dinner, a cross-country reunion, or a quiet moment shared at home. This guide is designed to help consumers find the perfect drink for every moment and every person on their list."



The Ultimate Holiday Drink Gift Guide

This year's guide showcases Tilray's broad and beloved lineup of beverage brands, featuring holiday-exclusive releases, best-selling favorites, and beautifully packaged options perfect for gifting, hosting, and celebrating.

Premium Spirits – Breckenridge Whiskeys and Mountain Shot deliver elevated favors and festive versatility for every holiday occasion.

- **Breckenridge Whiskey PX Cask Finish**: Award-winning, inviting and giftable whiskey for collectors and connoisseurs.
- **Breckenridge Bourbon Whiskey A Blend**: Versatile and crowd pleasing, built for classic cocktails and slow sips.
- **Mountain Shot**: A bold, ready-to-enjoy spirits shot designed for après gatherings and festive toasts.

Hemp-Derived THC Beverages – Happy Flower™ and Fizzy Jane's™ deliver a modern, uplifting twist on holiday cheer with vibrant flavors and shareable formats.

- **Fizzy Jane's 10 MG Lemon Lime**: Bright, refreshing, and THC-infused for a low-calorie twist on holiday cheer.
- **Happy Flower Variety Pack**: Offering a modern twist on the classic cocktail experience, this Variety Pack is crafted for relaxation and festive sipping, with 5mg of hemp-derived Delta-9 THC per can.

Ready-to-Drink Crowd-Pleasers – Convenient, flavorful drinks that make hosting easy and gifting effortless.

- **10 Barrel Brewing Cocktails**: Combining craft quality with convenient, ready-to-drink flavors, including Moscow Mule and Greyhound, that make holiday hosting simple and gifting spirited.
- **Crafts**: Ready-to-drink cocktails coming in Vodka Soda, Cuba Libre and Giff Tea flavors that are made for light-hearted fan seekers ready to live the no-fills good life.

Coast-to-Coast Holiday Inspiration – The Ultimate Drink Gift Guide highlights regional holiday expressions and the Tilray beverages that complement them best.

Northeast – Bold, cold-weather beers for traditional holiday meals

- **Blue Point Brewing – Dark Portal (ABV 6.9%)**: A velvety dark malt odyssey, perfect for hearty winter dishes and long conversations.
- **Montauk Brewing – Guardsman Stout (ABV 8.5%)**: Roasted malt warmth, smooth finish, ideal for coastal holidays and casual gatherings.

Southeast – Festive, flavorful brews designed for lively gatherings and Southern traditions

- **SweetWater Brewing – Festive Ale (ABV 8.1%)**: Seasonal spice with a touch of sweetness—raise a glass to Friendsgiving, tailgates, and end of year celebrations.
- **Terrapin Beer Co. – Wake 'n Bake (ABV 9.4%)**: Brewed with Athens' coffee icons Jittery Joe's for a bold, robust stout that pairs with chilly evenings and late-night dessert.

Midwest – Welcoming, spice-forward brews crafted for festive potlucks, cozy game nights, and city streets glowing with holiday lights

- **Alwater Brewing – Christmas Ale (ABV 6.1%)**: Spice forward and welcoming. Made for potlucks, game nights, and city streets wrapped in lights.

Rockies – Après-ski favorites and rich, seasonal craft brews

- **Breckenridge Brewing – Christmas Ale (ABV 7.1%)**: Balanced caramel and spice, now in 15-pack 12oz cans for the crowd. Be the hero of the cabin weekend.

Pacific Northwest – Distinctive, craft-forward brews inspired by rugged landscapes, creative spirit, and the region's love for bold flavors

- **Widmer Brothers – Brrr Red Ale (ABV 7.2%)**: Caramel and dark chocolate malts meet smooth bitterness. A winter warmer with Northwest swagger.

Non-Alcohol Options

- **Hi Ball Lemon Lime (and other flavors)**: Sparkling, sugar-free energy that's perfect for powering through holiday prep or late-night celebrations.
- **Mock On Gin (Non-Alcoholic)**: Crisp, botanical character without the alcohol, perfect for winter mocktails and mindful hosting. Also available in whiskey, tequila and rum.
- **Montauk N.A. Golden**: N.A. Golden brews easy-drinking to a whole new level with a clean, crisp brew to kick back and enjoy the day. Crisp, botanical character without the alcohol, perfect for winter sippers and mindful hosting.

Our Tapsrooms are Celebrating Coast-to-Coast

This season, the 10 Barrel Brewing, Alwater Brewing (Grand Rapids & Detroit), Blue Point Brewing, Breckenridge Brewing, Hop Valley Brewing, Montauk Brewing, SweetWater Brewing and Terrapin Beer Co. tapsrooms are the heart of Share the Season. Each location will feature unique holiday experiences rooted in local craft and community.

- **Holiday Movie Nights & Trivia**: Enjoy your holiday favorites and win some merchandise, food and prizes at multiple locations hosting holiday-themed movie nights and trivia sessions.
- **Festive Food & Drink Specials**: Seasonal beer flights, holiday cocktails, and themed snack pairings (e.g., dough & beer, cookie fights, flatbreads).
- **Interactive Activities**: Several of our locations will be hosting holiday-themed bingos, coloring contests, cookie decorating, and gingerbread house competitions.
- **Themed Apparel Days**: Show up in your favorite ugly sweater parties and Santa hat parties to help celebrate the holiday season.
- **Community Fundraising Events**: Help us spread the holiday spirit with charity drives and fundraising events.

About Tilray Brands

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

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 the holidays.

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," "would," "potential," "contemplates," "believes," "anticipates," "estimates," "plans," "expects," "intends," "may," "projects," "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 EDCOR. 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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