SweetWater Introduces Big Trip Double IPA: A Bold New Craft Beer

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The Daytrip IPA series grows with Big Trip - a high-ABV brew full of flavor from the Southeast's leading craft brand



ATLANTA, Jan. 22, 2026 (GLOBE NEWSWIRE) -- **SweetWater Brewing Company** ("SweetWater Brewing" or "SweetWater"), the leading craft beer brand in the Southeast by Tilray Brands, Inc. (NASDAQ: TLRY and TSX: TLRY), today announces the launch of **Big Trip Double IPA,** a high-ABV extension of its popular **Daytrip IPA**. Big Trip delivers bright citrus notes and a smooth, tropical aroma, all wrapped in a bold 9% ABV profile.

"Double IPAs continue to trend in popularity as the number two craft style in the Southeast," said Evan Woolard, Senior Brand Manager for SweetWater Brewing. "Building on the huge success of Daytrip, we are continuing the momentum by doubling down on the flavor, ABV and innovation with Big Trip. Big Trip taps into our expertise of blending drinkability with flavor-forward brews that appeal to both craft enthusiasts and casual drinkers."

Crafted with a blend of Mosaic, Idaho 7, Sultana, Citra and El Dorado hops, and 2-row, Pilsner and Wheat grains, the brew delivers a refreshing smooth flavor without the maltiness of most imperial styles. Available in 19.2 oz and 6-pack 12 oz cans, Big Trip is rolling out nationwide in taprooms, liquor stores, groceries, convenience stores and more.

"Double IPAs are the number one style for 19.2 oz cans, and this introduction evolves SweetWater's robust portfolio in that format," continued Woolard. "With tall singles and six packs accounting for 80% of sales for high-ABV brews in the Southeast, this rollout reinforces our strategy to prioritize those formats and build on one of the brand's best-selling IPAs."

Big Trip can be found in 6-pack 12-ounce cans and individual 19.2-ounce cans across the Southeast. For more information, please visit sweetwaterbrew.com and to find Big Trip in a store near you, please visit our beer finder.

About SweetWater Brewing
SweetWater Brewing Company, the largest craft brewer in the southeast, is an award-winning brewery known for its stash of heady brews including the original 420 Extra Pale Ale and loads of IPAs. Sweetwater's craft beers and ready-to-drink cocktails are available coast to coast and in more states than ever before. Inspired by the outdoors, SweetWater is a passionate advocate for healthy waterways and conservation initiatives. Through its annual Save Our Water campaign, SweetWater continues to raise funds to support nonprofit organizations fighting for clean water and habitat conservation, including the Waterkeeper Alliance, Bonefish & Tarpon Trust, and Trout Unlimited. SweetWater Brewery is a subsidiary of Tilray Brands, Inc. (Nasdaq: TLRY; TSX: TLRY), a leading global cannabis-lifestyle and consumer packaged goods company inspiring and empowering the worldwide community to live their very best life. For further information about SweetWater Brewing Company, please visit www.sweetwaterbrew.com and follow @SweetWaterBrew.

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 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. 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.

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A photo accompanying this announcement is available at https://www.globenewswire.com/NewsRoom/AttachmentNg/339c3246-b7f5-4a9d-9167-c931891b28b0