# SweetWater 420 Fest Unveils Powerhouse 2026 Lineup: Umphrey's McGee, Thievery Corporation & Chromeo to Headline

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**April 17-18: SweetWater's Biggest Music Festival Returns—Tickets on Sale Now**




ATLANTA, Jan. 27, 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), announced the musical lineup for the 2026 Sweetwater 420 Fest taking place April 17-18. The beloved music festival, back for its 21st year, will include headliners like Umphrey's McGee , Thievery Corporation and Chromeo for the two-day event. The lineup for Friday, April 17th will include Umphrey's McGee as the headliners along with sets from Utah-based The Moss, lespecial, Grammy-nominated Cimafunk, Watchhouse, and the winner from SweetWater's annual Battle of the Bands program, which will kick off at the Atlanta Rock Poster Show on February 28th. On Saturday, April 18th, Thievery Corporation will serve as the headliners with sets from R&B/soul group Sneezy, Bombargo, The Heavy Heavy, Little Stranger and Canadian electro-funk duo Chromeo.

This year's festival will be held at Shirley Clarke Franklin Park, Atlanta's newest and largest public park that boasts 280+ acres of greenspace and trails that connect directly to the Beltline, making it easy for festival goers to opt for public transportation.

In addition to the new location, the 2026 iteration of 420 Fest is also focused on affordability to ensure both the most passionate and new fans can attend this year. The ticket price for entry will start at $40 (plus fees) for a Single-day GA pass, a reduction of nearly 50% per ticket compared to last year's festival. Two-day GA ticket passes will start at $70; a single-day VIP will start at $105, and a Two-day VIP ticket will start at $200.

"This year, we are looking forward to taking 420 Fest back to its roots – celebrating good music in the great outdoors," said Carrie Shafir, Vice President of Marketing, Tilray Beverages. "420 Fest has always engaged with well-known headliners, and the performances people remember are the new bands and acts they discovered at the festival. Being outside surrounded by greenery, sipping brews with friends, and enjoying great music is what 420 Fest is all about. This year's incredible lineup, new venue and the accessible ticket pricing will provide a very memorable experience that we know our fans will love."

"Having been a fan of Sweetwater's 420 Fest since its inception, I'm really looking forward to partnering with the team for this year's event," said Josh Antenucci, Co-Founder & Managing Partner at Rival Entertainment. "With a fantastic lineup of talent and a reimagined experience, we are excited to produce an unforgettable event for 420 Festival fans, new and old."

To purchase tickets and/or get updates on the festival, please sweetwater420fest.com/.

**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/33097bdf-cb25-4923-9338-82a5151cdaff