



BrewDog Shakes Up RTD Shelves Across the UK with New Nostalgia-Led Wonderland Cocktails

May 14, 2026

Introducing Pear Drop Margarita & Fizzy Toffee Apple Martini



ELLON, Scotland, May 14, 2026 (GLOBE NEWSWIRE) -- [BrewDog](#), by [Tilray Brands, Inc.](#) (Nasdaq: TLRY; TSX: TLRY), is shaking up the ready-to-drink category with new Wonderland cocktails inspired by nostalgic flavours. Landing in Sainsbury's and online this month, the launch initially introduces two SKUs: **Pear Drop Margarita** and **Fizzy Toffee Apple Martini**.

Designed to disrupt a category dominated by classic, predictable serves, Wonderland delivers playful, throwback-inspired flavours reimagined for a modern audience. As part of BrewDog's commitment to innovation, the range challenges traditional cocktail conventions with bold, flavour-led serves. At 10% ABV in a convenient 200ml format, it is built for pre-drinks and spontaneous social occasions.



The launch taps into growing demand for nostalgic flavours, with 76% of UK consumers attracted to tastes that remind them of the past¹. By 'up-aging' familiar sweet-shop flavours into premium RTDs, Wonderland brings a clear point of difference to the category.





Alongside the new range, BrewDog is evolving the Wonderland brand with a refreshed creative platform that leans into nostalgia across flavour, visual identity and tone of voice – bringing to life the idea of “Your favourites, all grown up”.

Lauren Carrol, COO at BrewDog, said, “Wonderland is designed to stand apart in an increasingly crowded RTD market. Rather than following the same classic cocktail trends, we’re creating bold flavour experiences inspired by nostalgic sweet-shop favourites that instantly connect with consumers in a fresh and memorable way.”

She continued, “With standout branding, highly recognisable flavour cues and strong social appeal, we believe Wonderland has the potential to drive real excitement, trial and incremental growth within the category.”

The range will be supported with in-store activation in Sainsbury’s, including bold POS and sampling. This will be backed by PR, influencer activity and digital campaigns to build awareness.

Additional Wonderland flavours, including Cherry Bakewell Sour, Rhubarb & Custard Colada and Lemon Sherbet Sling, will launch across ecommerce and wider channels from May, with the existing ‘Classics’ range available until stock lasts.

About BrewDog

[BrewDog](https://brewdog.com/) has always had one mission: making people as passionate about great beer as we are. Iconic classics like Punk IPA. Crowd pleasers like Lost Lager and Wingman. Innovative brews like NanoDog. BrewDog has been brewing beer that pushes boundaries since 2007. BrewDog’s future will continue to be shaped by the three things that matter most: People, Planet and Beer. <https://brewdog.com/>

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.

¹ [*Mintel. 2026](#)

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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