



Breckenridge Distillery and University of Denver Athletics Release Limited-Edition Whiskey Celebrating Record 11th NCAA Men's Hockey Championship

Oct 29, 2026

\$100 from every bottle sold will benefit Denver men's ice hockey scholarships



DENVER, Oct. 29, 2026 (GLOBE NEWSWIRE) -- [Breckenridge Distillery](#), an award-winning craft distillery and subsidiary of [Tilray Brands, Inc.](#) (NASDAQ: TLRY and TSX: TLRY), and University of Denver Athletics today announced the release of a limited-edition [Breckenridge Single Barrel Bourbon Whiskey](#) celebrating the Denver Pioneers' 2026 NCAA Men's Ice Hockey National Championship.

The commemorative release celebrates Denver's record 11th national championship while supporting the future of the program, with **\$100 from every bottle sold benefiting the Denver Men's Ice Hockey Scholarship**. The 230-bottle release was created from a special single barrel selected in collaboration with Denver Athletics supporters at Breckenridge Distillery and is bottled at 101.7 proof.

"Denver hockey's tradition of excellence reflects the same values we bring to every bottle we make: dedication, craftsmanship and pride in representing Colorado at the highest level," said Bryan Nolt, Founder and CEO of Breckenridge Distillery. "Having DU Athletics supporters join us in the barrel room to help select this whiskey made the process truly collaborative, and knowing the proceeds will support the next generation of Denver hockey players makes this release even more meaningful."

The Pioneers captured their record 11th national championship on April 11, 2026, defeating Wisconsin in Las Vegas. Denver holds the all-time record with 11 national championships, including four in the past decade in 2017, 2022, 2024 and 2026. Under Richard and Kitzia Goodman Head Hockey Coach David Carle, Denver has captured its three most recent titles, delivering three championships in five years.

"Last spring's 11th Denver hockey national championship, the program's third title in five years, was a special moment in Denver Athletics history," Vice Chancellor for Athletics and Ritchie Center Operations Josh Berlo said. "Special moments, especially ones of this magnitude, call for special commemoration. We are excited that a close group of supporters had the opportunity to provide input with Breckenridge Distillery and be a part of barrel tasting for this new product for our fans. To have a significant portion of the proceeds go towards hockey scholarships makes this a full circle commemoration and empowering future national success for the legacy and tradition that is Denver hockey."

The collaboration brought a group of Denver Athletics supporters to Breckenridge Distillery for a behind-the-scenes experience in the barrel room. Participants toured the distillery, learned about the whiskey-making process and evaluated different barrels alongside the Breckenridge Distillery team before helping select the single barrel used for the commemorative release.

"We were welcomed with open arms at the Breckenridge distillery. They took us to a tasting area and provided us with the tools to evaluate different

barrels and interact with each other and the staff," said Tim Thompson, a University of Denver alumnus and DU Athletics supporter. "It was great fun to play a small role in this partnership between DU Athletics and Breckenridge Distillery."

The limited-edition whiskey showcases Breckenridge Distillery's grain-to-glass craftsmanship under the direction of Master Distiller Hans Stafsholt. Bottled at **101.7 proof**, the single-barrel release offers aromas of balanced oak spice, caramel and brown sugar, followed by a creamy, viscous palate with notes of caramel, brown sugar and cinnamon and a hint of black pepper spice.

The **230-bottle limited release is available for \$179.99** at Bonnie Brae Liquor, 785 S. University Blvd., Denver, Colorado, and Mondo Vino, 3601 W. 32nd Ave., Denver, Colorado. The bottle is also available for [home delivery](#) where permitted.

Age 21+. Always enjoy responsibly.

About Breckenridge Distillery

Founded in Colorado in 2008, Breckenridge Distillery is the "World's Highest Distillery," and is best known for its award-winning blended bourbon whiskey, a high-rye mash American-style whiskey. One of the most highly awarded distilleries in the U.S., the Breckenridge Distillery is proudly a 3x Icons of Whisky and 10x winner of Best American Blended at the World Whiskies Awards by Whisky Magazine and a 6x winner of Colorado Distillery of the Year by the New York International Spirits Competition. Most recently, Breckenridge Port Cask Finish was named World's Best Finished Bourbon at the 2024 World Whiskies Awards, joining Breckenridge High Proof, named World's Best Blended Whiskey, and Breckenridge Gin, named World's Best Compound Gin at the World Gin Awards by Gin Magazine. Breckenridge spirits have been awarded 7 Double Golds at the San Francisco World Spirits Competition.

The Breckenridge Distillery is more than award-winning spirits, offering an immersive guest experience. Named one of the country's Top Visitor Attractions by Whisky Magazine, guests can dine at the award-winning restaurant, enjoy show-stopping cocktails, explore an in-depth tasting, and get an inside look at the active production facility—including the opportunity to blend their own whiskey.

Breckenridge Distillery is a subsidiary of Tilray Brands, Inc. (NASDAQ: TLRY and TSX: TLRY), a leading global cannabis-lifestyle and consumer packaged goods company inspiring and empowering the worldwide community to live their very best life.

To learn more about Breckenridge Distillery, visit www.breckenridgedistillery.com. Keep up with Breckenridge Distillery on Instagram by following [@breckdistillery](#) and become a fan at facebook.com/BreckDistillery. For more information about Tilray Brands, visit www.tilray.com and follow @tilray on Instagram, Twitter, Facebook, and LinkedIn.

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/133f4f69-7534-4939-8016-37e62e96f13a>