



Dear Tilray Wholesalers,

Breckenridge Brewery’s Christmas Ale is back for the 2025 holiday season! This rich, malty winter warmer is a seasonal staple, known for its deep mahogany color and bold 7.1% ABV. Notes of caramel and chocolate – derived from roasted malts – are balanced with just a touch of hop spice, making it the perfect beer for cozy holiday celebrations.

New this year – Christmas Ale will be available in a shareable 15pk 12oz can! Great for gatherings and ideal for high-traffic holiday placements.

It will use Breckenridge’s seasonal UPCs and be available in **draft, 4/6 bottle, and the new 2/15 can** from **October through December 2025**. Christmas has an STR of 10/6 and will be available to order 8/18 for a 9/15 1st ship week.

OUR BIG ASK from our wholesaler partners is to focus on seasonal conversion from Oktoberfest everywhere you have an Oktoberfest 6 pack, and help drive distribution and displays across all channels, especially with the new 15pk can.



AVAILABILITY:
OCTOBER- DECEMBER

OFFERINGS:
CAN (2/15)
BOTTLE (4/6)
KEG (1/2 BBL) (1/6 BBL)





CHRISTMAS ALE

The chill of winter calls for a beer with extra flavor and strength, and this take on a classic strong ale does just that—it soothes the soul and warms the spirit. Flavors of caramel and chocolate are derived from an abundance of carefully roasted malts. Chinook and Mt. Hood hops contribute a spiciness, lending balance and a clean finish. Christmas Ale is a cozy holiday companion worthy of sharing.

AVAILABILITY:
OCTOBER- DECEMBER

OFFERINGS:
CAN (2/15)
BOTTLE (4/6)
KEG (1/2 BBL) (1/6 BBL)

ABV 7.1% | IBU 22





ROTATING SEASONAL PROGRAM



Rotating
Seasonal 6PK
UPC

SEASONALS ARE THE 3RD LARGEST BEER STYLE
(IRI: Total US MULC, 2023)

BRECK SEASONALS COMBINED ARE
TILRAY'S 11TH LARGEST BRAND

INTRODUCING TWO NEW
ON TREND STYLES IN 2025!

JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
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Spring Seasonal +80% vs LY
Spring Seasonal



Summer Cerveza +59% since
launch vs LY Summer Seasonal



+46% 2/12 CAN vs 2/12 BTL IN 2024



10K BBLs SOLD IN 2023!