

Tilray Brands Launches New THC Drinks Across the US

Tilray Enters the US THC Drinks Market with Delta-9 THC Mocktails and Seltzers

Canada-based cannabis and beverage company **Tilray Brands** has made a significant move into the US market by introducing a range of **Delta-9 THC beverages**. The company's new product line includes mocktails and seltzers infused with Delta-9 THC, marking Tilray's entry into the growing cannabis beverage sector in the United States.

This expansion follows the company's successful foray into cannabis beverages in its home market, Canada. Tilray's new Delta-9 THC beverages will debut in select key markets across the US at the start of next month. The company is focusing on targeting a diverse range of consumers by offering innovative, adult-oriented beverages designed to be enjoyed across various social occasions.

Launching Delta-9 THC Beverages in Key US Markets

Tilray's new line of THC drinks will include a variety of products aimed at catering to different consumer preferences. The range will feature brands such as **420 Fizz** and **Fizzy Jane's** seltzers, as well as mocktail offerings like **Herb & Bloom** and **Happy Flower**. These beverages are designed to deliver a cannabis experience in familiar formats, combining the appeal of refreshing drinks with the effects of Delta-9 THC.

Delta-9 THC is one of the active compounds found in cannabis and is known for its psychoactive effects. By incorporating this ingredient into beverages, Tilray is capitalizing on the rising demand for cannabis-infused drinks as an alternative to alcohol and other traditional recreational substances. The launch in the US market is seen as a significant milestone for the company, which has steadily expanded its product offerings across North America.

Tilray's Cannabis Beverage Strategy: A Consumer-Centric Approach

Tilray's entry into the US THC drinks market is part of a broader strategy to tap into the **emerging cannabis beverage industry**, which has shown tremendous growth in recent years. The company's spokesperson highlighted this strategic move, stating, "As consumers seek out new and alternative adult beverages, Tilray is strategically entering the growing HDD9 beverage category in the US market with a consumer-centric model that targets different occasions across various consumer audiences and price segments."

By focusing on different consumer groups and offering products at various price points, Tilray aims to establish a solid foothold in the competitive US cannabis beverage space. This approach is informed by the company's success in Canada, where cannabis-infused beverages have become increasingly popular among both seasoned and new cannabis users.

Cannabis Beverages Gaining Popularity: A Familiar Format for Canadian Consumers

Tilray has been a pioneer in developing cannabis beverages, particularly in its domestic market of Canada. The company has previously discussed how cannabis-infused drinks were becoming “a familiar format” for Canadian consumers. The convenience and accessibility of consuming cannabis in beverage form have attracted a wide audience, especially those who may not prefer smoking or vaping cannabis products.

In Canada, Tilray offers several cannabis-infused drink brands, including **XMG**, **Bedfellows**, and **Little Victory**. These brands provide a range of THC and CBD-infused beverages, offering different potencies and flavors to suit varying preferences. Tilray’s success in Canada has set the stage for its expansion into the US, where the cannabis beverage market is still in its early stages but growing rapidly.

A Growing Market: US Beer Distributors Showing Interest in THC Beverages

Tilray’s expansion into the US market is timely, as interest in **THC-infused beverages** continues to grow among consumers and distributors alike. Speaking to investors during the company’s full-year results announcement in July, Tilray’s chairman and CEO, **Irwin Simon**, revealed that many beer distributors in the US had contacted the company, requesting access to THC beverage brands. This interest from distributors reflects the growing demand for cannabis-based alternatives to traditional alcoholic beverages, as well as the potential for THC drinks to carve out a significant share of the beverage market.

The US market is particularly attractive for cannabis beverage makers due to the increasing legalization of recreational marijuana across various states. As more consumers become open to trying cannabis products in different forms, the demand for **THC-infused beverages** is expected to rise, presenting a lucrative opportunity for companies like Tilray.

Innovation in Cannabis-Infused Beverages: Alcohol-Free Seltzers and Beyond

Tilray’s venture into the US market is not its first foray into creating innovative cannabis-infused drinks. In March of this year, the company launched a range of **alcohol-free seltzers** under its cannabis-infused drink brand **Mollo** in Canada. These seltzers are designed to provide the refreshing qualities of a traditional seltzer with the added benefit of THC infusion, offering a unique product for consumers seeking an alternative to both alcoholic beverages and other forms of cannabis consumption.

The Mollo brand has been well-received in Canada, with its alcohol-free seltzers catering to health-conscious consumers who prefer low-calorie, low-sugar options. Tilray is expected to bring this same level of innovation to its US product lineup, further solidifying its position as a leader in the cannabis beverage space.

Tilray’s Broader Vision: Expanding into New Categories and Markets

Tilray’s entry into the US THC drinks market is part of its broader vision of becoming a global leader in **cannabis-infused products**. The company’s strategy involves expanding into new product categories and markets, as well as forging partnerships with key distributors and retailers to increase its reach. With a strong foundation in Canada and growing interest from US distributors, Tilray is well-positioned to capitalize on the increasing demand for cannabis beverages.

In addition to its cannabis beverage offerings, Tilray has also expanded into other categories, such as edibles, tinctures, and topicals. The company’s diverse product portfolio allows it to appeal to a wide range of consumers, from recreational users to those seeking cannabis for medical or wellness purposes.

Tilray Poised to Succeed in the US THC Drinks Market

Tilray's entry into the US THC drinks market marks a significant step in its expansion strategy. By offering a range of Delta-9 THC mocktails and seltzers, the company is tapping into the growing demand for **cannabis-infused beverages** as an alternative to traditional adult drinks. With a consumer-centric approach and a focus on innovation, Tilray is well-positioned to capture a significant share of the US market.

As more states in the US legalize recreational cannabis use and consumers become more comfortable with cannabis products, the demand for convenient and enjoyable formats like cannabis beverages is expected to continue rising. Tilray's expertise in developing successful cannabis drinks in Canada will likely serve it well as it navigates the competitive landscape of the US market, positioning the company for long-term growth and success in the cannabis industry.

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