

Sweetwater Brewing launches Dive Beer

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SweetWater Brewing Company, the largest craft brewer in the Southeast and a Tilray Brands, Inc. company introduces Dive Beer—a crisp, no-frills lager that channels the laid-back spirit of dive bars everywhere. Dive Beer offers a fresh take on what it means to enjoy a simple, satisfying brew. Crafted for beer enthusiasts who value simplicity and affordability, Dive Beer sets a new standard for the sub-premium beer market. At 4.0 per cent ABV, it's the ideal lager to dive into long nights and shared moments, offering a clean, crisp flavour that is both refreshing and well-balanced.

Dive Beer has already made its mark in blind taste tests, outpacing top competitors in drinkability, refreshment, and overall preference. Its affordable price point ensures that premium taste is within reach for everyone, from craft beer enthusiasts to casual drinkers alike.

Prinz Pinakatt, Chief Growth Officer, Tilray Beverages, says, “The new Dive Beer is our tribute to the simple, chill times we all love—whether you’re at your favourite dive bar solo or with friends, relaxing at home after a long day, or watching a game. It’s the perfect refresher providing versatile options to suit every occasion and beer lover.”