



Four Winds Brewing Teams Up with Local Cannabis Producer, Pure Sunfarms to Create a First-of-its-Kind Craft Beer

INTRODUCING LIMITED EDITION PINK KUSH HAZY IPA

DELTA, B.C. (September 28, 2023) – Four Winds and Pure Sunfarms, a wholly owned subsidiary of Village Farms International, Inc. (Nasdaq: VFF), announce the release of Pink Kush Hazy IPA, an original craft beer brewed with BC's IPA connoisseurs and cannabis enthusiasts in mind.

The plant inspired IPA takes notes from the classic cannabis strain, Pink Kush, offering a dank hoppy aroma, juicy citrus undertones, and a touch of spice—without the cannabis. This limited time craft beer uniquely captures the essence of Pink Kush's gassy aromas and notes of white pepper, orange, butterscotch, coffee, earth, and grapefruit.

The debut of Pink Kush Hazy IPA was met with exceptional response — with the initial batch selling out to retailers within 48 hours. As a result, Four Winds is opening sales of a limited second batch of this newly popular IPA to retailers on September 29th, 2023. Consumers can expect to see Pink Kush IPA at participating retailers in the days that follow.

“Bringing together Four Winds world of beer and Pure Sunfarms expertise in cannabis allowed us to create something completely new, something we're excited that beer lovers everywhere have recognized so positively,” explains Adam Mills, Co-Founder and Sales and Marketing Director of Four Winds Brewing. “Hops plants and cannabis plants both produce terpenes. Depending on the variety of hops, creating aromas of fruit, citrus, pine, herb, floral, spice, and grass are all possible—this is where our brewmaster's skills come in. For this brew, we took inspiration from the aromas and flavours of Pure Sunfarms, Pink Kush to create a juicy, dank, and herbal IPA.”

“Pink Kush is one of the most loved strains we grow so when Four Winds Brewing brought up the idea to spotlight its unique flavours and aromas in a new craft beer offering, the collaboration came together quite naturally” says Maria Guest, Vice President of Brand, Pure Sunfarms. “We're proud to collaborate with our neighbors in Delta to bring consumers a fresh new way to appreciate our Pink Kush.”

The limited-edition Pink Kush Hazy IPA is available to purchase in a pack of four tall, 473-ml cans at select liquor stores across BC, [Four Winds online store](#), and on tap at the Four Winds taproom in Delta. While the IPA features botanically derived terpenes to enhance the Pink Kush like aromas and flavours, there is no THC or CBD in this product.

The teams have also created a limited-edition Pink Kush t-shirt to celebrate the release which can be purchased online on [Pure Sunfarms Marketplace](#) or in-person at the Four Winds taproom. The collaboration features artwork designed by Laura Garcia Serventi, Argentinian painter and illustrator based in Brooklyn, New York, who captures Pure Sunfarms cannabis strains through her artistic creations.

The limited-edition Pink Kush Hazy IPA is available while supplies last.



About Four Winds

Four Winds joined the burgeoning BC craft beer scene and opened their doors to a public thirsty for new local offerings on June 1, 2013. Four Winds vision was born out of passion for craft beer, community and entrepreneurial independence. Owned, operated and built from the ground up by the Mills family and friends, the company takes great pride in improving, innovating and refining their approach to craft beer.

Situated just off the banks of the Fraser River in Delta BC, the award-winning brewery is geared towards can, bottle and draft production while the Four Winds Taproom and Kitchen provides a unique and welcoming atmosphere for foodies, craft beer enthusiasts, and newcomers alike. In addition to the Taproom, Four Winds beer can be found in bars, restaurants, and many liquor stores throughout BC and Alberta, as well as a few select export markets around the world.

www.fourwindsbrewing.ca

About Pure Sunfarms

Pure Sunfarms is one of the largest cannabis operations in the world with 2.2 million square feet of greenhouse space in Delta, British Columbia. The company currently operates within 1.1 million square feet, and has capacity to produce, sell and distribute 75,000 kilograms of high-quality, BC-grown dried flower annually for Canadian recreational and international markets, with the ability to expand annual output to 150,000 kilograms as needed. The company brings together decades of agricultural and legacy cultivation experience with best-in-class, large scale operational expertise, and is Canada's top-selling brand.

Pure Sunfarms products are available in Ontario, British Columbia, Alberta, Saskatchewan, Manitoba, Yukon, Northwest Territories, New Brunswick, and Newfoundland and Labrador at participating retailers and online through each region's respective distributor where applicable. Pure Sunfarms also provides cannabis to its affiliate ROSE LifeScience in Québec, other licensed producers in Canada and is EU GMP certified to export product internationally.

Pure Sunfarms is the licensed producer of record for Pure Sunfarms, The Original Fraser Valley Weed Co., Soar, Nowadays, and Super Toast. Pure Sunfarms is a wholly owned subsidiary of Village Farms International, Inc. (Nasdaq: VFF).

www.puresunfarms.com

www.puresunfarms.com/marketplace

Media Contact

media@puresunfarms.com