

---

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

Form 6-K

REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15d-16  
UNDER THE SECURITIES EXCHANGE ACT OF 1934

For the month of February 2025.

Commission File Number: 333-253466

**Ayr Wellness Inc.**

(Exact Name of Registrant as Specified in Charter)

**2601 South Bayshore Drive, Suite 900, Miami, FL, 33133**

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F  Form 40-F

---

---

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**AYR WELLNESS INC.**  
(Registrant)

Date: February 3, 2025

By: /s/ Brad Asher  
Name: Brad Asher  
Title: Chief Financial Officer

---

**EXHIBIT INDEX**

99.1      News Release dated February 3, 2025

---



### AYR Wellness Announces Leadership Update

**MIAMI, February 3, 2025** - AYR Wellness Inc. (CSE: AYR.A, OTCQX: AYRWF) (“AYR” or the “Company”), a leading vertically integrated U.S. multi-state cannabis operator, announced that Brad Asher, the Company’s Chief Financial Officer, has provided notice of his resignation to the Company in connection with Mr. Asher’s pursuit of another opportunity. His resignation will be effective at a mutually agreed upon date following the Company’s filing of its 2024 annual financial statements.

The Company intends to provide further updates regarding the search for a new Chief Financial Officer in due course.

AYR interim CEO Steven M. Cohen commented, “Brad has helped to build AYR since its earliest days and lay the foundation that we will continue to build from. We thank him for his years of service to AYR and wish him luck in his future endeavors.”

“I am incredibly proud to have helped build AYR from its beginning in 2019 to the operating organization that it is today,” said Mr. Asher. “The Company remains in great hands with a strong foundation in place.”

“Brad has been an integral part of the AYR team since its first days as a business,” said Louis Karger, Chairman of the Board at AYR. “I’ve appreciated getting to know Brad over this period, working closely with him since day one, and thank him for his years of hard work and dedication to AYR.”

### Forward-Looking Statements

Certain statements contained in this news release may include “forward-looking information” or “forward-looking statements” within the meaning of applicable securities laws (“forward-looking statements”). Forward-looking statements are often, but not always, identified by the use of words such as “target”, “expect”, “anticipate”, “believe”, “foresee”, “could”, “would”, “estimate”, “goal”, “outlook”, “intend”, “plan”, “seek”, “will”, “may”, “tracking”, “pacing” and “should” and similar expressions or words suggesting future outcomes. This news release includes forward-looking statements pertaining to, among other things, the timing for Mr. Asher’s resignation becoming effective and the Company’s search for a new chief financial officer. Numerous risks and uncertainties could cause the actual events and results to differ materially from the estimates, beliefs and assumptions expressed or implied in the forward-looking statements. Forward-looking statements are based upon known and unknown risks and uncertainties that may cause actual results to differ materially from those anticipated. AYR has no intention, and undertakes no obligation, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

---

### About AYR Wellness Inc.

AYR Wellness is a vertically integrated, U.S. multi-state cannabis business. The Company operates simultaneously as a retailer with 90+ licensed dispensaries and a house of cannabis CPG brands.

AYR is committed to delivering high-quality cannabis products to its patients and customers while acting as a Force for Good for its team members and the communities that the Company serves. For more information, please visit [www.ayrwellness.com](http://www.ayrwellness.com).

### Company/Media Contact:

Robert Vanisko  
VP, Public Engagement  
T: (786) 885-0397  
Email: [comms@ayrwellness.com](mailto:comms@ayrwellness.com)

### Investor Relations Contact:

Sean Mansouri, CFA  
Elevate IR  
T: (786) 885-0397

---