2XO

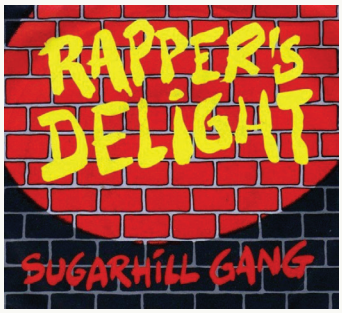
TWO TIMES OAK
BY DIXON DEDMAN

# COLLECTIBLES: THE HIP-HOP BLEND




## THE HIP-HOP BLEND IS THE SEVENTH SMALL BATCH BLEND RELEASE IN THE ONGOING 2XO COLLECTIBLES SERIES

**Each release in The Collectibles is unique, created by blending select stocks of the finest 2XO barrels, and crafted using the double-barreling process. The Hip-Hop Blend is in partnership with The Sugarhill Gang and inspired by their hit single: "Rapper's Delight". The label represents the iconic record artwork and is an ode to their impact on the music industry, as well as Dixon's love for old-school hip-hop.**




**"Rapper's Delight" is the 1979 debut rap song of American hip-hop trio the SugarHill Gang. "Rapper's Delight" is credited for introducing rap music to a wide audience, reaching the top 40 in the United States.**

- **Rolling Stones "500 Greatest Songs of All Time"**
- **#2 VH1's "100 Greatest Rap Songs"**
- **NPR's 100 most important American musical works of the 20th century**
- **Inducted into the Grammy Hall of Fame in 2014**

**Link to song:** www.youtube.com/watch?v=rKTUAESacQM
**Link to video:** www.vimeo.com/1167447416/796f1df481?share=copy&fl=sv&fe=ci

## REASONS TO BELIEVE

**Forbes**
2XO Is Releasing Some Of The Best Bourbons On The Market Right Now

**MAXIM**
THE BEST AMERICAN DOUBLE-BARREL WHISKEYS OF 2025






## PROVEN BLENDER

Dixon Dedman has quickly established himself as one of the most prolific American whiskey blenders in the industry known for his high-proof, robust bourbon and rye blends.

2XO, meaning Two Times Oak, is the blending process Dixon pioneered where every 2XO expression has additional oak exposure. It's the only brand with double oak exposure across every expression.

The additional oak interaction builds the sweetness to balance out the spice that comes from the rye in our mash bills, creating a unique flavor profile in a crowded bourbon space.

## PROVEN SUCCESS

The Collectibles have proven to be a huge success, with numerous awards and accolades from industry leaders and consumers.

**Whiskey Advocate:**
93 POINTS - The Kiawah Blend
91 POINTS – The Tribute Blend
91 POINTS – The Sneakerhead Blend
91 POINTS – The Vinyl Blend

**Wine Enthusiast:**
92 POINTS – The Kiawah Blend ***"Top 20 Most Exciting Whiskies"***
92 POINTS – The Tribute Blend
90 POINTS – The Sneakerhead Blend
91 POINTS - The Vinyl Blend

**Ascot Double Platinum:**
The Phoenix Blend
The Innkeeper's Blend
The Sneakerhead Blend

**2XOWHISKEY.COM** @2XOWHISKEY

2XO® Kentucky Straight Bourbon Whiskey. 46% Alc./Vol. Prestige Beverage Group, Mendota Heights, MN. © 2026. Drink Responsibly.

## SINCE LAUNCH, 2XO HAS GENERATED EXCITEMENT AMONG THE WHISKEY COMMUNITY AND BEYOND, RESULTING IN OVER 5B EARNED MEDIA IMPRESSIONS




### THE COLLECTIBLES:

- **The 2XO Collectibles Series is a one-of-a-kind blending approach, where Dixon has access to two proprietary Kentucky Straight Bourbon Whiskey (KSBW) mash bills. One is a moderate rye 18% bourbon mash bill and one is high rye 35% bourbon mash bill.**
- He double barrels 6-plus-year-old KSBW of the high rye bourbon mash bill into new charred oak barrels with both #3 and #4 char levels (minimum time in new barrels is 6 months).
- This gives him 4 components with which to blend — low rye bourbon, high rye bourbon, double-barreled high rye bourbon #3 char, and double-barreled high rye bourbon #4 char.
- No other major player in the industry is blending different distillates from different producers with different mash bills to create unique blends. This differentiation is only accentuated when Dixon double-barrels these proprietary barrels.

### HIP-HOP BLEND TASTING NOTES

**Nose:** Candied nuts, caramel apple, toasted oak

**Taste:** Maple syrup, caramel candies, brown sugar, baked apples

**Feel:** Mild black pepper spice, silky

### KEY DETAILS:

- **Origin:** Louisville, KY
- **Pricing:** $79.99
- **Timing:** September 2026
- **Case:** 6 bottles per
- **Alc%:** 52%
- **Proof:** 104
- **Bottle Size:** 750mL




| Case Pack | Cases/ Layer | Cases/ Pallet | Case Dimen. | Case Weight | Bottle Dimen. | UPC | SCC |
|---|---|---|---|---|---|---|---|
| 6 | 28 | 112 | 9.82L x 6.75W x 13.2H | 20.5263 lbs | 3W x 12.97H | 084279009490 | 30084279009491 |