2XO

TWO TIMES OAK
BY DIXON DEDMAN

THE ICON SERIES: THE TRIBUTE BLEND



THE TRIBUTE BLEND IS THE THIRD SMALL BATCH BLEND RELEASE IN THE ONGOING ICON SERIES.

The Icon Series is the heart of 2XO. They are a series of limited time offers, small batch releases. Each blend is different and bears its own name and symbol, inspired by the story behind it. The Tribute Blend, coming this fall, is a nod to Dixon's parents and the path they paved for him.

TRIBUTE BLEND TASTING NOTES

Nose: Vanilla, nutmeg, marshmallow, orange zest, black pepper

Taste: Toffee, caramel, apricot, red cinnamon candy, peppery spice

Feel: Viscous and rich. Initial sweetness on the front moves to savory notes on the mid-palate finishing with a muted but lingering spice that hangs around longer than expected.

REASONS TO BELIEVE



PROVEN BLENDER

- Dixon has established himself as one of the most prolific American whiskey blenders in the industry.
- Two Times Oak ("2XO") is a double oaking blending process Dixon pioneered, where he re-barrels his hand-selected aged whiskey into new charred oak barrels.



PROVEN SUCCESS

- Dixon's 2XO blends have proven to be a huge success.
- LTOs are selling out in less than 60-days.
- The Phoenix Blend earned Double Gold and The Innkeeper's Blend earned Gold at the 2023 SF World Spirits Competition.
- Both LTOs earned Double Platinum at the 2023 Ascot Awards.

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2XO® Kentucky Straight Bourbon Whiskey. 52% Alc./Vol. Prestige Beverage Group, Mendota Heights, MN. © 2023. Drink Responsibly.

SINCE LAUNCH, 2XO HAS GENERATED EXCITEMENT AMONG THE WHISKEY COMMUNITY AND BEYOND, RESULTING IN OVER 4.8B EARNED MEDIA IMPRESSIONS



THE ICON SERIES:

- **The Icon Series is a one-of-a-kind blending approach, where Dixon has access to two proprietary KSBW mash bills. One is a low rye 16-18% rye bourbon mash bill and one is a high rye 35% rye 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 The Icon Series releases —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.

KEY DETAILS:

- **Origin:** Louisville, KY
- **Pricing:** $99.99
- **Timing:** September 2023
- **Drinks:** Sipped neat or on the rocks
- **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 6.758W x 14.203H	20.5263 lbs	3W x 12.97H	084279008158	30084279008159