2XO

TWO TIMES OAK
BY DIXON DEDMAN

GEM OF KENTUCKY



INTRODUCING THE GEM OF KENTUCKY; THE ONLY DOUBLE BARRELED SINGLE BARREL KENTUCKY STRAIGHT BOURBON WHISKEY ON THE MARKET

The Gem of Kentucky is the premiere offering from 2XO. The barrels are exclusively selected by Dixon from his double-barreled stocks of high rye bourbon mash bill (35% rye) that spend up to a year in new charred oak barrels before bottling. Each barrel is unique and identified by the barrel number on the front label of each bottle.

GEM OF KENTUCKY TASTING NOTES

- The Gem of Kentucky is a full-bodied, full flavored expression that leans on Dixon's unique double-barreling process for a richer and more viscous mouthfeel.
- The differing char levels on the secondary barreling allow sweet, complex flavors to develop and balance the spicy finish from the high rye distillate.
- Some barrels are sweeter with notes of chocolate, cinnamon, and toasted marshmallow that flow into baking spices.
- Other barrels are more savory with notes of dark red fruits, nutmeg and black pepper spice.

REASONS TO BELIEVE



PROVEN BLENDER

- Dixon was initially known for his award-winning high-proof, robust Kentucky Owl 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

- 2XO continues to garner impressive accolades from top lifestyle media outlets and whiskey influencers, including features in Forbes, Robb Report, Maxim and Esquire.
- Gem of Kentucky first release received a 93 Point Rating from Wine Enthusiast and a Double Platinum 2024 Ascot Award



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



KEY DETAILS:

- **Origin:** Louisville, KY
- **Pricing:** $199.99
- **Timing:** October 2024
- **Drinks:** Sipped neat or on the rocks
- **Case:** 6 bottles per
- **Alc%:** 54%
- **Proof:** 108
- **Bottle Size:** 750ml

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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	084279008134	30084279008135

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