2XO

TWO TIMES OAK
BY DIXON DEDMAN

THE ICON SERIES: THE SNEAKERHEAD BLEND



THE SNEAKERHEAD BLEND IS THE FIFTH SMALL BATCH BLEND RELEASE IN THE ONGOING 2XO ICON SERIES.

The Icon Series is the heart of the 2XO brand. 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 Sneakerhead Blend comes from Dixon's love and passion for sneaker culture, as well as collectibles that represent one's unique sense of style. This release will never be duplicated. Once it's gone, it's gone!

SNEAKERHEAD BLEND TASTING NOTES

Nose: Vanilla, banana bread, cinnamon, clove

Taste: Cinnamon, allspice, cedar, pepper

Feel: Lands rich and heavy on the mid-palate and spreads with spice towards the back for a long, smooth, peppery finish

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.



Forbes

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

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.
- 2XO is an award-winning whiskey, earning Double Gold and Gold at the SF World Sprits Competition and Double Platinum and Gold at the ASCOT Awards.



2XOWHISKEY.COM @2XOWHISKEY

2XO® Kentucky Straight Bourbon Whiskey. 46% Alc./Vol. Prestige Beverage Group, Mendota Heights, MN. © 2025. 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 2XO Icon 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 The 2XO 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:** October 2024
- **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	084279008639	30084279008630