2XO

TWO TIMES OAK
BY DIXON DEDMAN

THE WHISKEY TRINITY

CARRY ALL 3 OAK SERIES EXPRESSIONS TO MAXIMIZE SHELF PRESENCE & ROS

THE POWER OF 3

Carrying all three expressions increases ROS

+52%
Increase in American Oak and French Oak ROS when all 3 SKUs are in distribution[1]



A WIN FOR SALES & A WIN FOR SHOPPERS

TODAY'S WHISKEY DRINKER IS LOOKING FOR MORE – THE FULL SERIES DELIVERS

VARIETY



- The rise of whiskey influencers & podcasts has fueled consumer desire to explore a diverse range of flavors and styles



- The diversity of the Oak Series appeals to the discerning palate of today's modern whiskey drinker

COCKTAIL VERSATILITY



- Whiskey-based cocktails have become increasingly popular among millennials and Gen Z consumers looking for craftsmanship[2]
- The unique flavor profiles of American Oak, French Oak, and White Oak Rye make them best suited for a wide range of cocktails

EXCEPTIONAL QUALITY

Since launch, the 2XO brand has established itself as a benchmark for exceptional American whiskey.











Source:1. VIP Data 2/15/26; 2. Spiritscap.com/insights/a-spirited-surge-the-growth-of-the-premium-american-whiskey-market

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

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TWO TIMES OAK
BY DIXON DEDMAN

CARRY THE FULL OAK SERIES COLLECTION TO TRIPLE THE SALES!

2XO AMERICAN OAK



- First release and flagship expression
- $45 SRP
- Charred American Oak chains
- 18% rye bourbon mash bill
- 46% Alc | 92 proof

TASTING NOTES

Notes of toffee, savory nuts, and classic peppery spice on the finish. Perfect for cocktails and pairing with sweeter ingredients to balance the spice.

SUGGESTED COCKTAILS


Boulevardier


Paper Plane

2XO FRENCH OAK



- Second release in the series
- $45 SRP
- Charred French Oak chains
- 18% rye bourbon mash bill
- 46% Alc | 92 proof

TASTING NOTES

Notes of rich caramel, coffee, and mild baking spice and viscosity on the finish. Smooth and great for sipping, sweetness allows for minimal ingredient cocktails.

SUGGESTED COCKTAILS


Espresso Martini


Old Fashioned

2XO WHITE OAK RYE



- Third release in the series
- $45 SRP
- Charred American White Oak chains
- 95% rye mash bill
- 46% Alc | 92 proof

TASTING NOTES

Notes of pine, mint, cedar with peppery spice, finished with sweeter barrel notes. It is an elevated, perfectly balanced flavor perfect for sipping and cocktails.

SUGGESTED COCKTAILS


Manhattan


Rye Tai

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