2XO

TWO TIMES OAK
BY DIXON DEDMAN

# THE OAK SERIES: WHITE OAK RYE BLEND




## INTRODUCING THE LATEST INNOVATION FROM ONE OF THE MOST PROLIFIC WHISKEY BLENDERS IN THE INDUSTRY

White Oak Rye is the third release in the ongoing Oak Series from 2XO, meaning Two Times Oak. Master Blender, Dixon Dedman, uses an innovative double oak technique where he introduces additional charred American White oak to straight rye whiskey barrels with a **95%** rye mash bill. He intensifies the maturation process by creating more surface area for the liquid in the barrels to interact with the new charred American White oak, elevating the combination of flavors. White Oak Rye will become an ongoing sku, and priced alongside the Oak Series portfolio.

## WHITE OAK RYE TASTING NOTES

Notes of pine, mint, cedar and peppery spice, balanced with sweeter barrel notes from the additional charred white oak introduced towards the end of maturation.

## REASONS TO BELIEVE



### PROVEN BLENDER

- Dixon is well known for his rye blending prowess, receiving high accolades and ratings for previous ryes blended for Kentucky Owl, a brand started by his great-great grandfather and relaunched by Dixon in 2014.
- 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.
- White Oak Rye has received a 93 point rating from Wine Enthusiast, American Oak (94 points from Wine Enthusiast, 91 points from Whisky Advocate, 97 points Double Gold Medal from San Francisco World Spirits Competition) and French Oak (93 points from Wine Enthusiast, 91 points from Whisky Advocate, 94 points Gold Medal from San Francisco World Spirits Competition) in the Oak Series.




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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 4.8B EARNED MEDIA IMPRESSIONS




## KEY DETAILS:

- **Origin:** Louisville, KY
- **Pricing:** $49.99
- **Timing:** September 2025
- **Size(s):** 750ml
- **Drinks:** Great for cocktails. Sipped straight or on the rocks.
- **Case:** 6 bottles per
- **Allocated:** 771 9L cases (1,542 6-packs)
- **Alc%:** 46%
- **Proof:** 92
- **Item Number:** 12816




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| Case Pack | Cases/ Layer | Cases/ Pallet | Case Dimen. | Case Weight | Bottle Dimen. | UPC | SCC |
|---|---|---|---|---|---|---|---|
| 6 | 28 | 112 | 9.82 L x 6.75 W x 13.20 3H | 20.5263 lbs | 3 W x 12.97 H | 084279008882 | 30084279008883 |