2XO

TWO TIMES OAK
BY DIXON DEDMAN

WHITE OAK RYE

2XO
TWO TIMES OAK
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Breaking Convention, Shattering Expectations

1. Luxury American Whiskey exhibited the second highest growth of any luxury spirit

2. 2XO is the #1 New to World Bourbon whiskey in the U.S., #3 whiskey overall, #5 spirit overall.

3. 2XO, “Two Times Oak”, is a pioneering double oak process from renowned American whiskey blender, Dixon Dedman

    - The only brand in the market with double oak exposure across every expression.
    - Dixon's innovative double oak process creates a unique and robust flavor profile in a crowded bourbon space - it’s richer, more complex, and has unmatched viscosity.
    - An award-winning brand with high accolades and top awards, including a 94 rating from Wine Enthusiast on American Oak and acclaimed as some of the top-selling bourbons on the market by Forbes.

94 POINTS
WINE ENTHUSIAST

Forbes
FORBES > LIFESTYLE > SPIRITS
2XO Is Releasing Some Of The Best Bourbons On The Market Right Now
Kevin Gray Contributor



2XO ©2024 PRESTIGE BEVERAGE GROUP

Data from Circana/IRI as of June 2025

2XO IS THE #1 NEW TO WORLD BOURBON

#3 Whiskey Overall
#5 Spirit Overall



* Based on last 52 weeks sales data as of December 2024. For new to world brands from 2023 and 2024. Excludes RTD premixed cocktails and seltzers.

2XO® Kentucky Straight Bourbon Whiskey. 46% Alc./Vol. Prestige Beverage Group, Mendota Heights, MN. © 2024. Drink Responsibly.

Awards and Accolades

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Wine Enthusiast

94 POINTS – AMERICAN OAK
93 POINTS (BEST BUY) - FRENCH OAK
93 POINTS – GEM OF KENTUCKY 2023
92 POINTS – THE KIAWAH BLEND
92 POINTS – THE TRIBUTE BLEND
90 POINTS – THE SNEAKERHEAD BLEND

Whisky Advocate

94 POINTS – GEM OF KENTUCKY 2024
93 POINTS – THE KIAWAH BLEND
91 POINTS – GEM OF KENTUCKY 2023
91 POINTS – AMERICAN OAK
91 POINTS – THE TRIBUTE BLEND
91 POINTS – THE SNEAKERHEAD BLEND



AMERICAN OAK (97pts)
THE PHOENIX BLEND



FRENCH OAK (94pts)
THE INNKEEPER'S BLEND
THE KIAWAH BLEND
THE TRIBUTE BLEND
THE SNEAKERHEAD BLEND (93pts)



GEM OF KENTUCKY 2023
THE PHOENIX BLEND
THE INNKEEPER'S BLEND
THE SNEAKERHEAD BLEND



GEM OF KENTUCKY 2025
FRENCH OAK



AMERICAN OAK
THE KIAWAH BLEND
GEM OF KENTUCKY



FRENCH OAK



AMERICAN OAK
THE KIAWAH BLEND
THE TRIBUTE BLEND

PRESS WORTHY

2XO
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Forbes

FORBES > LIFESTYLE > SPIRITS

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

nd where to find

Apr 22, 2024, 07



Who wins? Top 100 American Whiskeys of 2024

Fred Minnick
78.3K subscribers
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LIFESTYLE > DINING

Does The Whiskey Make The Glass Or
The Glass Make The Whiskey?

By Elizabeth Karmel , Contributor. ⓘ Elizabeth Karmel cooks and writes about... Follow Author

Mar 25, 2025, 06:00am EDT



BOTTLE RAIDERS

RATINGS WHISKEY RUM AGAVE GIN

WHISKEY

he 9 Best Whiskeys We Tasted in April 2024

O American Oak Bourbon



Read Our Review

ESPN

ESPN CHICAGO (1000...)





UPROXX SOUND+VISION MUSIC LIFE/STYLE FILM/TV SPORTS VIDEO/PODCASTS FOLLOW

LIFE

The 20 Best Tasting Bourbons Under $100, Ranked For 2024

FRANK DOBBINS III
CONTRIBUTING WRITER

SEPTEMBER 21, 2024



UPROXX MUSIC FILM/TV CULTURE LIFE/STYLE SPORTS DRINKS VIDEO/PODCASTS FOLLOW

LIFE

The 100 Best Kentucky Bourbons, Ranked

ZACH JOHNSTON
LIFE WRITER

01/12/24



SHUTTERSTOCK/UPROXX

Whisky ADVOCATE



Dixon Dedman is Back to Blending

April 25, 2023 ——— Julia Higgins

Like many of his Kentucky peers, Dixon Dedman has whiskey embedded in his DNA. Dedman's great-great-grandfather, Charles Mortimer Dedman, founded Kentucky Owl in 1879 and made bourbon until 1906, when Prohibition went into effect and shut down his operation. The brand would remain dormant for nearly 100 years, until Dedman himself picked up the blender's mantle and revived his family label in 2014. His involvement with Kentucky Owl would be relatively short-lived, lasting just seven years—even as he successfully brought Kentucky Owl back into the whiskey limelight, its sale to Stoli Group in 2017 would signal the start of his moving on, which he did in 2021. But it certainly wasn't the end of his blending career, and the fruits of his new labors are now here for all to taste, under the 2XO label.

2XO is quite literally a dream come true for Dedman. "I couldn't have asked for a better situation," he says. "I still pinch myself, thinking 'How in the world did this come together the way it did?'" The road to 2XO was indeed short and sweet and sudden, in that it came out of nowhere and then rather swiftly fell into place. After his departure from Kentucky Owl, Dedman wasn't in a rush to align himself with a new brand, especially given the nature of most offers he was presented with—private investors came to him with blank checks and the capitulation that there be immediate returns on investment, an idea he found disingenuous to his work.

As he bided his time, the right project materialized. "I was approached by a group that had been putting down their own barrels and custom manbills for years—they had several thousand barrels nearing 6 years in age, plus access to other Kentucky straight whiskeys," he says. That group—Prestige Beverage Group, an importer and brand owner—met with Dedman for advice on what to do with their considerable stockpile; within an hour of that first meeting, the company had a new master blender, and its first American whiskey brand.

LIFE

The 24 Best Single Barrel Bourbons To Buy In 2024, Ranked

FRANK DOBBINS III
CONTRIBUTING WRITER

OCTOBER 21, 2024



2XO has been consistently featured in top media outlets reaching 4.99B people; including *Forbes, The New York Times, Robb Report, ESPN, InsideHook, Whiskey Advocate and UPROXX...the list goes on!*

TOP RATED REVIEWS

2XO
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Fred Minnick

Paste

"... this is a promising debut, and there should be no concerns about something like the lack of an age statement, as this liquid seems plenty mature. I have a feeling that subsequent batches of 2XO will likely diverge in unique ways..."

DRINKHACKER
THE INSIDER'S GUIDE TO GOOD DRINKING

"If this first offering is any indication, 2XO will be a welcome feather in Dedman's cap and truly showcase why blending can be as masterful an art as distilling."

THE ALCOHOL PROFESSOR
★ THE CLASS YOU ALWAYS WANTED TO TAKE ★

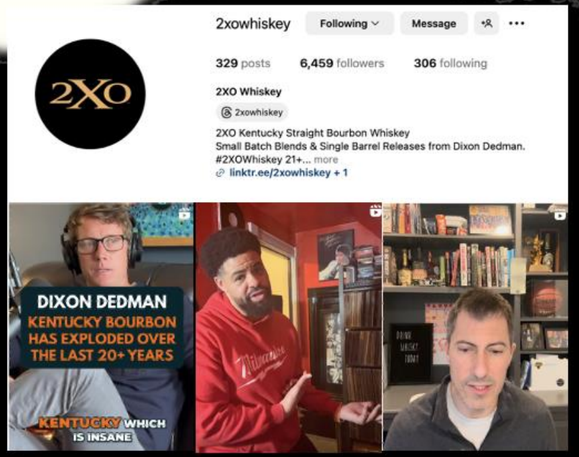
We gathered with Dixon at the Flatiron Room to give his debut Phoenix Blend bourbon a try, and lo and behold, the guy knows what he's doing. The not-yet-released single barrel he tasted us on was even better. Stay tuned!



Whiskey Bonded



Whiskey is a Journey



2XO BRAND PROGRAM



OAK SERIES ~ $50

- 92 proof
- Ongoing, everyday offering



ICON SERIES ~ $100

- 104 proof
- Small batch blends
- 2x releases a year
- When it’s gone, it’s gone



GEM OF KENTUCKY~ $200

- 108 proof
- Double barreled single barrel
- Annual limited time offering
- Every barrel is different

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THE OAK SERIES



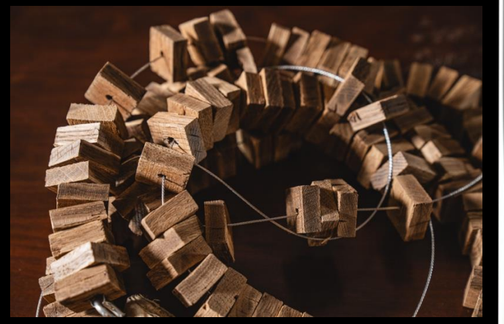
97 POINTS **94 POINTS**

- Every day, always available 92 proof offerings – American Oak, followed by French Oak
- Innovative double oak technique where Dixon inserts chains of charred oak into barrels with a moderate rye bourbon mash bill of 18%
- More complex bourbon in the low 90-proof, $50 price range



2XO ©2024 PRESTIGE BEVERAGE GROUP

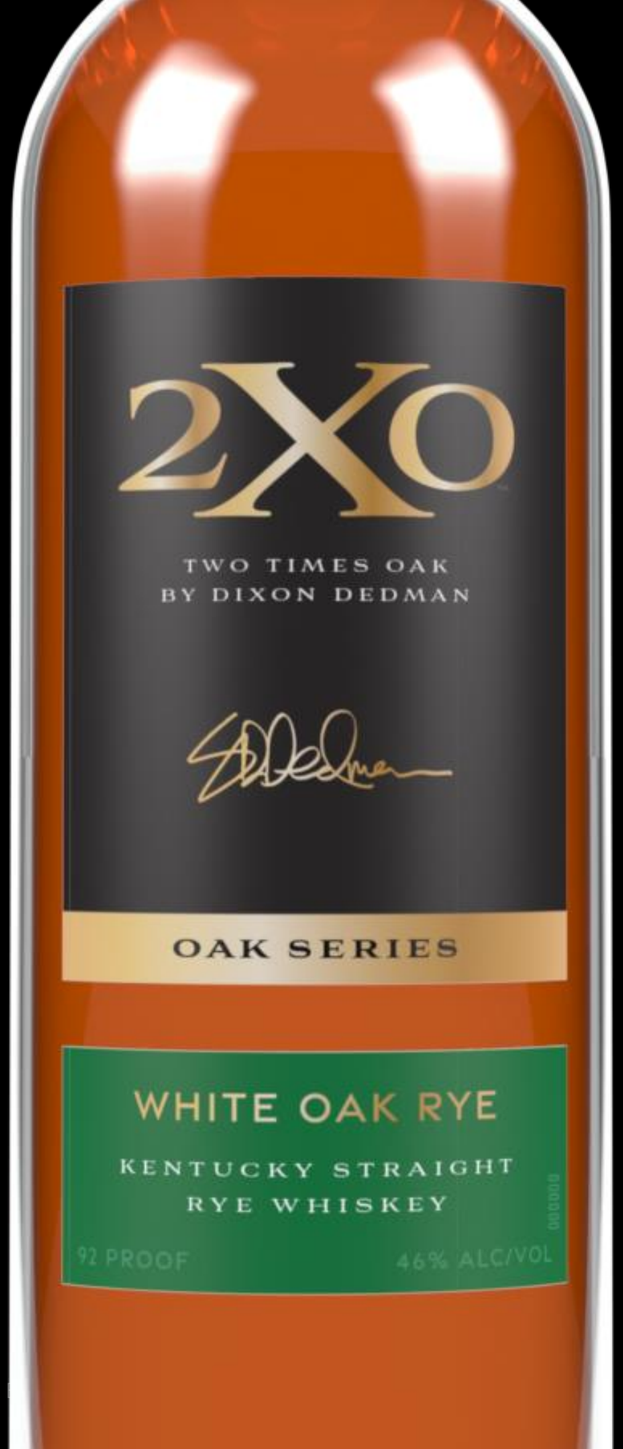
INTRODUCING – **WHITE OAK RYE**





- **WHITE OAK RYE** is the third release in the ongoing Oak Series from 2XO. Dixon will custom blend to match the profile of each batch for consistent taste.
- Innovative double oak technique where Dixon inserts chains of charred American white oak to straight rye whiskey barrels with a **95% rye mash bill.**
- Dixon 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.

2XO ©2024 PRESTIGE BEVERAGE GROUP



WHY 2XO WHITE OAK RYE?

1. Rye Whiskey is taking share from larger American Whiskey Segments.

2. Rye Whiskey in the $35-$50 price segment has increased velocity vs 2024.

3. Dixon is renowned for blending some of the most awarded Rye whiskey of all time, including his Kentucky Owl Rye (Double Platinum Ascot Award)

4. The addition of Rye to the 2XO portfolio provides strong brand presence at retail and cocktail options in the on-premise.

2XO ©2024 PRESTIGE

*IRI last 52wk period ending June 2025

WHITE OAK RYE TASTING NOTES



- NOSE: Pine, mint, cedar
- TASTE: Peppery spice balanced with sweeter barrel notes from the additional charred white oak introduced towards the end of maturation
- FEEL: Viscous yet bright, the mouthfeel is perfectly balanced with sweet on the front, savory in the middle, and spice on the back

The Rye liquid has the perfect profile to round out the American and French Oak variants, offering unique experiences with each. Each expression has a distinct but familiar taste, giving consumers great options for sipping, cocktails, and exploring the variation between the 2XO offerings.

LAUNCH SUPPORT MATERIALS





Oak Series Case Card and Tuck Card (FPO)



Rye Case Card and Tuck Card (FPO)



Rye Shelf Talker

Rye On-Premise Table Tent Available on OnTrak

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Prestige Beverage Group

2XO | EXECUTION STANDARDS

RETAIL

TIER	PRICING	SKU PRIORITY	SHELF	ADJACENCIES
Oak Series	$49.99 target / $44.99 feature	1. American Oak 750ml 2. French Oak 750ml 3. White Oak Rye 750ml *(SELECT MARKETS: CA, FL, IL, IN, KY, NC, NE, MN, WI)*	Spirits, Whiskey, American Whiskey, Bourbon, BRAND SET **Flow (left to right)**: American Oak – French Oak – White Oak Rye – Phoenix – Innkeeper's – Tribute – Kiawah – Sneakerhead – Vinyl – Gem of KY	Woodford Double Oaked, Michter's, Four Roses Single Barrel Select, Angel's Envy, Maker's Mark 46
Icon Series	$99.99 target	3. Vinyl 750ml (2025 release) 4. Sneakerhead 750ml (2024 release)	Spirits, Whiskey, American Whiskey, Bourbon **BRAND SET** – to the right of White Oak Rye in the following order: Phoenix – Innkeeper's – Tribute – Kiawah – Sneakerhead – Vinyl	Woodford Double Oaked, Bookers, Blanton's, Weller 12, Col. E. H. Taylor Single Barrel, Elijah Craig Barrel Proof
Gem Series	$199.99 target	5. Gem of Kentucky 750ml ★ **FLAGSHIP/HALO**	Spirits, Whiskey, American Whiskey, Bourbon **BRAND SET** – to the right of Vinyl/Icon Series	Woodford Double Oaked, Bookers, Blanton's, Weller 12, Col. E. H. Taylor Single Barrel, Elijah Craig Barrel Proof



Win with brand blocking



Sales Resources – LOCATED HERE

Prestige Beverage Group

2XO | EXECUTION STANDARDS

Rye Section

TIER	PRICING	SHELF	ADJACENCIES
Oak Series	$49.99 target / $44.99 feature	In Rye retail section, eye level	WhistlePig PiggyBack, Michter's Rye, Pinhook Rye



COMMERICIAL JOBS TO BE DONE



Win With the Oak Series Utilize American Oak, French Oak and White Oak Rye to secure mass distribution and garner/hold shelf space. Drive top of mind awareness and brand recognition as consumers shop the bourbon category in retail.



Execute Limited Time Releases Launch and merchandise Icon Series and Gem of Kentucky on shelf with the Oak Series. Drive brand affinity with whiskey afficionados and leverage new news/PR to support the Oak Series and 2XO portfolio.



Build Trade Advocacy Engage with customers and trade gatekeepers through staff trainings, tastings and memorable in-store events. Leverage Dixon and Seth in-market visits to support larger, impactful events, chain activity and challenging accounts we need to penetrate.

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THANK YOU

DETAILS – **WHITE OAK RYE**



- **Origin:** Louisville, KY
- **Pricing:** $50
- **Timing:** September 2025
- **Size(s):** 750ml
- **Drinks**: Great for cocktails. Sipped straight or On The Rocks.
- **Allocated**: 840 9L cases (1,680 6-packs)
- **Item Number:** 12816

ALC %	Proof	Btl Size	Case Pack	Cs/Layer	Cs/Pallet	Cs Dim.	Cs Weight	Btl Dim.	UPC	SCC
46%	92	750mL	6	28	112	9.82Lx6.75Wx13.2H	20.5263 lb	3W x 12.97H	84279008882	30084279008883

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