2XO®

TWO TIMES OAK
BY DIXON DEDMAN

THE OAK SERIES: AMERICAN OAK BLEND



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

American Oak is the latest release from Dixon Dedman's award-winning 2XO - Two Times Oak - brand. Dixon uses an innovative double oak technique where he inserts chains of charred oak into barrels with a moderate amount or rye in the mash bill (16%-18%). Dixon intensifies the maturation process by creating more surface area for the liquid in the barrels to interact with the chains of charred oak, elevating the combination of flavors. American Oak will become an ongoing sku priced to compete with the ultra-premium bourbons in the $45-$55 price tier.

AMERICAN OAK TASTING NOTES

NOSE: Banana bread, vanilla, honeysuckle, caramel, citrus zest

TASTE: Butterscotch, roasted cashews, nougat, caramel brittle, light pepper spice

FEEL: From sweet rich caramel and toffee on the front, to savory roasted nutty notes in the middle, finishing with a lingering mild spice

REASONS TO BELIEVE





Forbes

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

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.
- 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



2XO HAS YOU COVERED WITH YOUR PROMOTIONAL NEEDS!

This Includes; shelf talkers, posters, and tuck cards as well as ice molds, ice stamps, napkins, pop up banners, table runners, lapel pin attached to take one card, vests, polos, and fine leather notebooks!











KEY DETAILS:

- **Origin:** Louisville, KY
- **Pricing:** $49.99
- **Timing:** September 2023
- **Drinks:** Classic whiskey cocktails, neat, or on the rocks
- **Case:** 6 bottles per
- **Alc%:** 46%
- **Proof:** 92
- **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	084279008165	30084279008166