2XO

TWO TIMES OAK
BY DIXON DEDMAN

THE OAK SERIES: FRENCH OAK BLEND



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

French 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 French oak into barrels with a moderate amount of rye in the mash bill (18%). Dixon intensifies the maturation process by creating more surface area for the liquid in the barrels to interact with the chains of charred French oak, elevating the combination of flavors. French Oak will become an ongoing sku, and priced to compete with the ultra-premium bourbons in the $45-$55 price tier.

FRENCH OAK TASTING NOTES

NOSE: Vanilla, caramel, cherry, coconut, rose

TASTE: Caramel, roasted nuts, coffee, cinnamon, light pepper spice

FEEL: From sweet rich caramel on the front, to savory notes of coffee and cinnamon in the middle, finishing with a mild peppery 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.



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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:** August 2024
- **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	084279008547	30084279008548