

2XO

THE SNEAKERHEAD BLEND

- The 5th limited time small batch release in the Icon Series.
- The Sneakerhead Blend comes from Dixon's love and passion for sneaker culture, as well as collectibles that represent one's unique sense of style.
- Dixon double barrels 6+ year-old 35% high rye bourbon mash bill into new charred oak barrels - both #3 and #4 char levels - for 9 months to a year
- The Sneakerhead Blend makeup is 45% of the double-barreled high rye mash bill, 35% of the original 35% high rye mash bill, and 20% of the 18% moderate rye mash bill



BRAND LINEUP

2XO



OAK SERIES

- 92 proof
- Ongoing, everyday offering



ICON SERIES

- 104 proof
- Limited time small batch blends
- 2x releases a year
- When it's gone, it's gone
- Current release: Sneakerhead



GEM OF KENTUCKY

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





WHY 2XO

- The Ultra-Premium (\$45-\$99) and Luxury (\$100+) segments of American Whiskey are growing at a combined 20%, more than overall category growth (8%).
- Dixon Dedman resurrected his great grandfather's bourbon (Kentucky Owl) and now is pioneering in the American Whiskey space with creative blends and styles with 2XO.
- 2XO, meaning Two Times Oak, is the blending process Dixon pioneered where every 2XO expression has additional oak exposure.
- Only brand with double oak exposure across every expression.
- Two proprietary KSBW mash bills – 18% moderate rye and 35% high rye.



BREAKTHRU BEVERAGE GROUP

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2XO

TWO TIMES OAK
BY DIXON DEDMAN

DISCOVER THE PERFECT PAIR



2XO AMERICAN OAK

- First release in the series
- \$45-\$55 price tier
- Charred American Oak chains
- 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



Bourbon Smash



2XO FRENCH OAK

SUGGESTED COCKTAILS



Espresso
Martini



Old
Fashioned



- Second release in the series
- \$45-\$55 price tier
- Charred French Oak chains
- 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.



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2XO® Kentucky Straight Bourbon Whiskey. 46% Alc./Vol. Prestige Beverage Group, Mendota Heights, MN. © 2023. Drink Responsibly.