

2XO

GEM OF KENTUCKY

- The barrels are exclusively selected by Dixon from his double-barreled stocks of high rye bourbon mash bill (35% rye) that spend up to a year in new charred oak barrels before bottling.
- The Gem of Kentucky is a full-bodied, full-flavored expression that leans on Dixon's unique double-barreling process for a richer and more viscous mouthfeel.
- The differing char levels on the secondary barreling allow sweet, complex flavors to develop and balance the spicy finish from the high rye distillate.
- Some barrels are sweeter with notes of chocolate, cinnamon, and toasted marshmallow that flow into baking spices.
- Other barrels are more savory with notes of dark red fruits, nutmeg and black pepper spice.



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



2XO

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

Private and Confidential



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.