01 / ORIGINS & PEOPLE

Prestige Beverage Group

2XO / A blender’s imagination. A portfolio’s reach.

Prestige Beverage Group connects a broad wine and spirits portfolio with the focused Kentucky whiskey project 2XO. The company’s selected brands include Windsor Canadian, Risata and Kinky; 2XO gives blender Dixon Dedman a home for a more personal exploration of flavor. [26, 28]



At a glance
Prestige founded: 1974 [2]
2XO announced: May 2022 [5]
First release: November 2022 [10]
Blender: Dixon Dedman [6]

A company, then a partnership

Prestige acquired Windsor Canadian from Beam Suntory in December 2020. That established whisky brand belongs to a separate Canadian tradition. The later 2XO partnership opens another chapter: Kentucky whiskey shaped through selection, blending and additional oak contact. The two brands share a portfolio, not a common national origin. [3, 28]

The palate begins at the table

Beaumont Inn in Harrodsburg provides a human setting for Dedman’s story. The James Beard Foundation honored the Kentucky dining institution as an America’s Classic in 2015. Food, bourbon and hospitality formed the background to his work with flavor. The recognition belongs to the inn, rather than to a whiskey release. [8]

Watercolors are symbolic interpretations, not exact buildings or documentary portraits.

02 / HISTORY & PLACES

Different places. Distinct chapters.



1974 / 2020 Prestige’s company story begins in 1974. [2] Windsor joins the portfolio in December 2020. [3]

2022 The May partnership announcement precedes Phoenix’s November debut. [5, 10]

2023 Innkeeper follows in April; Tribute honors Dedman’s parents in September. [11, 14] Gem of Kentucky introduces an annual single-barrel expression that November. [15]

2024–2025 Kiawah and Sneakerhead bring a retreat and a collecting passion into the limited range. [16, 18] White Oak Rye adds a new whiskey category in September 2025. [20]

2026 White Oak Rye’s June announcement expands distribution to forty states. [21] The Hip-Hop Blend follows in September, collaborating with The Sugarhill Gang. [22]

Read the place by its role

Beaumont Inn occupies an 1845 former college building, purchased in 1917 and opened as an inn in 1919. Its role here is hospitality history. [7] Prestige’s Minnesota business base and Windsor’s Canadian origin are different places with different jobs. [3, 25] Reviewed records do not identify a 2XO-owned distillery.

The complete website follows fourteen illustrated milestones and the wider company story.

03 / WHISKEY, STORIES & SOURCES

Oak becomes a creative choice.

Two ways to add oak
American Oak uses charred American-oak chains within bourbon barrels; French Oak substitutes charred French oak. Both official descriptions specify an 18-percent-rye bourbon. This approach adds wood to the barrel. [13, 17]



One barrel, one expression
Gem uses a second new charred barrel and retains individual barrel identification. A documented second vintage in 2024 follows the original 2023 launch. The later catalogue date is an edition, not the brand's beginning. [24, 27]

A personal catalogue: Innkeeper recalls hospitality; Kiawah celebrates time with family and friends; Sneakerhead draws on collecting. [11, 16, 18] The newest Hip-Hop release also publishes its composition: 90 percent high-rye bourbon, double-barreled, and 10 percent bourbon from a lower-rye recipe. Those are component proportions, not the finished whiskey's rye content. [23]

Research notes & linked sources

Research: October 14, 2026. Suppliers remain unnamed; recipe percentages do not identify them. Specifications belong to the cited release. These linked sources include official pages, company announcements, transaction counsel and the James Beard Foundation. The complete website retains the fuller history and source qualifications.

[1] Prestige's company role
[2] Company history
[3] Windsor acquisition, 2020
[4] Windsor transaction counsel
[5] 2XO announcement, 2022
[6] 2XO's story
[7] Beaumont Inn history
[8] Beaumont's 2015 award
[9] Kentucky Owl deal, 2017
[10] The Phoenix Blend
[11] The Innkeeper's Blend
[12] Innkeeper release account
[13] American Oak
[14] The Tribute Blend
[15] Gem launch, 2023
[16] The Kiawah Blend
[17] French Oak
[18] Sneakerhead
[19] Vinyl Blend
[20] White Oak Rye launch
[21] Rye expansion, 2026
[22] The Hip-Hop Blend
[23] Hip-Hop composition
[24] Current release catalogue
[25] Windsor Canadian
[26] Prestige's wider portfolio
[27] Gem's second vintage
[28] Prestige's 2XO portfolio