



## TX® WHISKEY ANNOUNCES TENTH EDITION LAUNCH OF EXPERIMENTAL SERIES

*TX Whiskey Releases Light Whiskey*



[PHOTOS AVAILABLE HERE](#)

**WHO:** [TX® Whiskey](#)

**WHAT:**

The makers of TX Blended Whiskey and TX Straight Bourbon today announced the launch of TX Light Whiskey, the tenth overall expression of the TX Experimental Series marking a milestone product launch. The TX Experimental Series features a line of innovative products that continue to rival anything TX has created before. Products in the series include the TX Experimental Rye, TX High Rye Texas Straight Bourbon, TX Blended Straight Bourbon, TX Straight Bourbon Whiskey Finished in Rum & Cognac Barrels, TX Straight Rye Whiskey Bottled-in-Bond, TX Straight Bourbon Whiskey Finished in Cabernet Barrels, TX Straight Bourbon Whiskey Double Oak, TX Blend of Straight Whiskeys Finished in Apricot Brandy and Sherry Casks and, most recently, the TX Whiskey Unaged White Dog.

Light whiskey is a grain spirit distilled in the United States above 160-proof that can be aged in a used or new barrel, which is a unique whiskey category that isn't always seen on the shelves. The TX Light Whiskey is a 110-proof expression aged in used barrels to enhance its delicate and sweet profile, with a mash bill of 99% corn and 1% malt to bring the lighter flavors to the forefront. This experimental release continues to showcase the careful curation of TX Whiskey's product line with unmistakable Texas heart. Notes of light tropical fruit, butterscotch and vanilla on the nose; subtle sweetness with hints of toasted oak, spice and caramel on the palate; and a soft, rounded finish.

"Light whiskey is unique in the American Whiskey arena due to its soft character," said Head Distiller, Evan Brewer. "You typically think of a big, bold, smoke and oak seen in new-char aged whiskies like bourbon or rye. Our light whiskey showcases more of the bright and floral flavors that develops in fermentation and distillation. The oak and smoke are still present, but subdued from using an ex bourbon barrel to age."

To commemorate the product launch, TX Whiskey will host a celebration at the brand's home, Whiskey Ranch, on Saturday, September 21<sup>st</sup> with a special VIP entry starting at 12 p.m. VIP attendees will have the opportunity to "Meet the Maker" with a special tasting and bottle signing in the Oak Room, along with a VIP tour, exclusive gift and early access to purchase the newest expression. General admission begins at 1 p.m. and attendees can enjoy specialty cocktails created with the all-new expression while enjoying live music, food trucks and complimentary bottle engraving (with purchase). VIP tickets are \$50 and general admission tickets are \$10, both including event entry and one cocktail. Tickets can be purchased on TX Whiskey's [website](#).

Only 1500 bottles of the TX Light Whiskey will be available for purchase for \$39.99 at Whiskey Ranch. The limited release will only be available in 375ml bottles and limited to eight bottles per customer in a 30-day period.

**WHEN:**

TX Light Whiskey will be available at Whiskey Ranch on Saturday, September 21<sup>st</sup>.

**WHERE:**

Whiskey Ranch  
2601 Whiskey Ranch Rd  
Fort Worth, TX 76119

**ABOUT TX WHISKEY:**

Established in 2010 by Leonard Firestone and Troy Robertson, and now part of the Pernod Ricard spirits family, TX Whiskey is a premier brand with an artisanal distillery, connecting and inspiring people through whiskey. Located in Fort Worth, TX, the brand's Whiskey Ranch proudly sits on 112 acres of historic golf grounds making it one of the largest whiskey distilleries. With a mission

to create innovative whiskeys and extraordinary experiences, the brand launched its first expression TX Blended Whiskey in June 2012, receiving both “Double Gold” and “Best American Craft Whiskey” honors at the 2013 San Francisco World Spirits Competition. As the first distillery to use a proprietary combination of grains, yeast, and barrel toasting, the brand continued to be an industry innovator with the release of TX Straight Bourbon in 2016. The single-farm sourced expression showcases the unique terroir and flavors of North Texas receiving Gold Medal honors twice in 2020 in the “Small Batch – Up to 5 Years” category at both the San Francisco World Spirits Competition and International Spirits Challenge in England. Additionally, it was awarded a 94 rating in the 2020 Ultimate Spirits Challenge and a Silver Medal at the PR%F Awards. For more information, please visit [www.TXWhiskey.com](http://www.TXWhiskey.com).

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