



TX® WHISKEY ANNOUNCES ELEVENTH EDITION LAUNCH OF EXPERIMENTAL SERIES
TX Whiskey Releases Lonestar Traditions Seasonal Blend for the Holidays



PHOTO AVAILABLE [HERE](#)

WHO: [TX® Whiskey](#)

WHAT:

The makers of TX Blended Whiskey and TX Straight Bourbon today announced the launch of Lonestar Traditions, the eleventh overall expression of the TX Experimental Series featuring unique seasonal flavors to celebrate the holiday season. 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, the TX Whiskey Unaged White Dog and, most recently the TX Light Whiskey.

Lonestar Traditions was created to display the art of the blending process, combining TX Whiskey's 6-year aged Rye Whiskey, Wheated Bourbon and Rye Bourbon, resulting in a flavorful 114-proof. This experimental release showcases the interplay of the wheated bourbon's sweetness, rye whiskey's spice, and rye bourbon's depth, offering a journey through the Lone Star State's rich flavors, crafted to evoke the spirit of Texas during the holidays. Notes of orange clove, raisins and nutmeg on the nose; a symphony of holiday spice, cinnamon graham cracker crust and black tea on the palate; and a soft, warm finish accompanied by roasted chestnuts and brown sugar.

"When we were creating this expression, my goal was to showcase a blend of some of our most matured products, highlighting the unique impact of Texas seasons on each mashbill," said Head Blender, Craig Blair. "The marrying of these casks was carefully curated over time to ensure the final product spoke to what we were trying to convey. Leading into the holidays, we envisioned a blend with unique characteristics that elicit nostalgic thoughts of this season – fresh baked pies, cozy cups of ciders and the warmth of an evening fire."

To commemorate the product launch, TX Whiskey will host a celebration at the brand's home, Whiskey Ranch, on Saturday, November 16th with general admission starting at 1 p.m. Attendees can enjoy specialty cocktails created with the all-new expression while enjoying live music, food trucks and complimentary bottle engraving (with purchase). Samples of the new release will be available for a portion of the event. General admission tickets are \$10, including event entry and one cocktail. Tickets can be purchased on TX Whiskey's [website](#).

Only 950 bottles of Lonestar Traditions will be available for purchase for \$39.99 at Whiskey Ranch. The limited release will only be available in 350ml bottles and limited to eight bottles per customer in a 30-day period.

WHEN:

Lonestar Traditions will be available at Whiskey Ranch on Saturday, November 16th

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.

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