**TX® WHISKEY RELEASES STRAIGHT RYE BOURBON FINISHED IN TEXAS SEASONED BARRELS**

*TX Whiskey to Launch 13th Edition of Experimental Series Line on National Bourbon Day*

**PHOTOS AVAILABLE HERE**

**FORT WORTH, TX (JUNE 5, 2025)** – TX Whiskey, the award-winning brand behind TX Blended Whiskey and TX Straight Bourbon, announces the release of the TX Straight Rye Bourbon Finished In Texas Seasoned Barrels. This marks the thirteenth edition of TX Whiskey's Experimental Series, an extensive line of exceptional spirits that continue to push the bounds of creativity. The newest expression is set to release on National Bourbon Day on Saturday, June 14th.

The barrel staves weathered 12 months of the bold and everchanging Texas climate, allowing various elements to absorb a unique terroir before being crafted into the barrels using a proprietary charring method. While the environment primarily shapes the final result of a spirit, the TX Whiskey team set out to take a step further and let the barrel shape how the bourbon is aged. Rather than sourcing fully seasoned staves from out of state, the team brought the wood to Fort Worth and placed each piece next to the barrel barns, permitting the intense Texas sun, heat and dry conditions to naturally season the barrels. Every stave used in the finishing barrels was exposed to the same elements that age the bourbon.

"The inspiration behind creating a spirit from Texas Seasoned Barrels came from our desire to deepen the connection between our whiskey and the place it's made," said Craig Blair, Head Blender at TX Whiskey. "The dry climate in Texas accelerates the seasoning process while simultaneously creating different flavor

outcomes. This release is our way of capturing a uniquely Texan expression of bourbon—not just aged here but born from the climate and the spirit of Fort Worth."

The TX Straight Rye Bourbon Finished In Texas Seasoned Barrels is a rare offering, marrying classic bourbon maturation with the wild heart of Texas, creating a spirit as bold and uncompromising as the Lone Star State itself. This bourbon presents notes of spiced pear and sweet oak on the nose, leading to hints of toasted vanilla, tobacco and black cherry on the palate. The smooth sweet finish of smoke and baked apple lingers like a Texas sunset, bringing a truly remarkable release to bourbon lovers for the spirited holiday.

"National Bourbon Day is a celebration of the heritage, craftsmanship and innovation behind America's native spirit, presenting the perfect moment to release our Texas Seasoned Barrel Bourbon," said Blair. "This project is a bold step in redefining what bourbon can be, not just by aging the spirit in Texas, but letting Texas shape the very barrels in which it's aged."

To commemorate the product launch, TX Whiskey will host a National Bourbon Day celebration at the brand's home, Whiskey Ranch, on Saturday, June 14th with VIP entry at 12 p.m. and general admission starting at 1 p.m. VIP tickets are $75, including a welcome cocktail, an exclusive gift, product tasting and bottle signing, a VIP tour and early access to purchase the limited-edition bottle. General admission tickets are $10, including event entry and one cocktail. Attendees can enjoy live music, food trucks and complimentary bottle engraving (with purchase). Samples of the new release will be available for a portion of the event. Tickets can be purchased on TX Whiskey's website.

Only 1,700 bottles of the TX Straight Rye Bourbon Finished In Texas Seasoned Barrels will be available for purchase for $39.99 each 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.

For more information about TX Whiskey, Whiskey Ranch and the TX Straight Rye Bourbon Finished In Texas Seasoned Barrels, visit www.txwhiskey.com.

**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. Additional TX Whiskey expressions, including TX Bourbon Port Finish, TX Bourbon Sherry Finish and TX Bourbon Bottled-In-Bond Single Barrel were recently awarded Double Gold and Gold medals at the 2021 San Francisco World Spirits Competition. For more information, please visit www.txwhiskey.com.

**ABOUT PERNOD RICARD USA:**

Pernod Ricard USA is the premium spirits and wine company in the U.S., and the largest subsidiary of Paris, France-based Pernod Ricard SA., the world's second-largest spirits and wine company. Pernod Ricard employs approximately 19,000 people worldwide, is listed on Euronext (Ticker: RI) and is part of the CAC 40 index. Pernod Ricard USA is headquartered in New York, New York, and has more than 800 employees across the country. The company's leading spirits include such prestigious brands as Absolut® Vodka, Avión® Tequila, Chivas Regal® Scotch Whisky, The Glenlivet® Single Malt Scotch Whisky, Jameson® Irish Whiskey, Kahlúa® Liqueur, Malibu®, Martell® Cognac, Olmeca Altos® Tequila , Beefeater® Gin, Del Maguey® Single Village Mezcal, Monkey 47® Gin, Plymouth® Gin, Seagram's® Extra Dry Gin, Malfy® Gin, Hiram Walker® Liqueurs, Midleton® Irish Whiskey, Powers® Irish Whiskey, Redbreast® Irish Whiskey, Aberlour® Single Malt Scotch Whisky; Lillet®; Smithworks® Vodka, Jefferson's® Bourbon, Smooth Ambler® Whiskey, Rabbit Hole® Whiskey, Pernod® and Ricard®; such superior wines as Jacob's Creek®, Kenwood® Vineyards, Campo Viejo® and Brancott Estate®; and such exquisite champagnes and sparkling wines as Perrier-Jouët® Champagne, G.H. Mumm™ Champagne and Mumm Napa® sparkling wines.

As "creators of conviviality," we are committed to sustainable and responsible business practices in service of our customers, consumers, employees and the planet. Our products bring people together and serve a valuable role in society. We encourage responsible consumption of our products and fight alcohol misuse in society by evolving our business and our marketing, taking action on harmful drinking and engaging with our stakeholders for real change. As a founding member of the Foundation for Advancing Alcohol Responsibility (Responsibility.org), we are proud to be a part of the campaigns that have worked to produce a 29% reduction in underage drinking over the past 10 years.

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