



TX® WHISKEY RELEASES TEXAS STRAIGHT BOURBON WHISKEY BOTTLED-IN-BOND
TX Whiskey Launches 7-Year Anniversary Batch for 12th Edition of Experimental Series Line



PHOTOS AVAILABLE [HERE](#)

FORT WORTH, TX (APRIL 17, 2025) – TX Whiskey, the award-winning brand behind TX Blended Whiskey and TX Straight Bourbon, announces a celebratory release of the **7-Year Anniversary Batch: Texas Straight Bourbon Whiskey Bottled-In-Bond**. This exceptional bourbon marks the twelfth edition of TX Whiskey’s Experimental Series and a significant milestone in the distillery’s journey, resembling the craftsmanship, innovation and bold Texas spirit that has defined the brand since the beginning.

Laid down in 2018 at Whiskey Ranch, the brand home, the 7-Year Anniversary Batch represents a pivotal moment in TX Whiskey’s evolution, crafted from the very first runs on the distillery’s continuous column still. Whiskey Ranch is nestled in Fort Worth on 112-acres and is the largest whiskey distillery west of the Mississippi. The one-of-a-kind modern distillery is immersed in Western culture with an abundance of classic and modern Texas elements. After seven years of aging in the unpredictable Texas climate, this limited release showcases the outstanding character of the bottled-in-bond bourbon and mastery behind its creation.

The Texas Straight Bourbon Whiskey Bottled-In-Bond offers a distinct difference from previous experimental releases, reflecting the distillery’s commitment to tradition, passion and innovation. “Every experimental release is unique, whether it’s a finish, blend or specially aged product,” said Craig Blair, Head Blender at TX Whiskey. “The 7-Year Anniversary Batch is a historic release for the brand, with its unique flavor profile reflecting the bold spirit of innovation we’ve cultivated at Whiskey Ranch over the last seven years.”

The Texas Straight Bourbon Whiskey Bottled-In-Bond is a complex, full-bodied bourbon that highlights the depth of flavors developed during its 7-year aging process. This bourbon reveals aromas of vanilla, caramel,

roasted pecans and red apple, leading to hints of crème brûlée, dark cherries and warm oak spice. The smooth finish leaves lingering notes of cotton candy and brown sugar.

“While our experimental releases have explored new avenues and pushed boundaries, the 7-Year Anniversary Batch is a testament to our roots, offering a refined expression of where we started and where we’re headed,” said Blair.

To commemorate the product launch, TX Whiskey will host a celebration at the brand’s home, Whiskey Ranch, on Saturday, April 26th with general admission starting at 1 p.m. 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. General admission tickets are \$10, including event entry and one cocktail. Tickets can be purchased on TX Whiskey’s [website](#).

Only 1,700 bottles of the Texas Straight Bourbon Whiskey Bottled-In-Bond will be available for purchase for \$39.99 each 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.

For more information about TX Whiskey, Whiskey Ranch and the Texas Straight Bourbon Whiskey Bottled-In-Bond, 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](https://www.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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