



THE DUCKHORN PORTFOLIO TO FOCUS ON MOST SUCCESSFUL WINERIES TO ACCELERATE LEADERSHIP POSITION IN LUXURY WINE

St. Helena, CA, May 6, 2025 – The Duckhorn Portfolio, North America’s premier luxury wine company, today announced that it will be focusing investment in its core four wineries — Duckhorn Vineyards, Kosta Browne, Decoy and Sonoma-Cutrer — as well as Goldeneye, Calera and Greenwing, which have strong equity, comprise 96% of the company’s net sales and represent the biggest growth opportunity within the portfolio.

These wineries compete in the \$15-50 premium and luxury wine segment, which has grown about 7% over the past 12 years.¹ The Duckhorn Portfolio represents 37% of the growth in this price segment in the last 24 months and continues to gain market share.

“The Duckhorn Portfolio is a champion of exploration and innovation in winemaking and has proudly offered customers a stellar portfolio of exceptional wines made in key varietals and from the U.S.’s top wine-growing regions. As we continue to execute our strategic priorities, we consistently evaluate our portfolio to ensure it is well-positioned to expand and profitably scale. We see tremendous potential for our core four wineries, along with Goldeneye, Calera and Greenwing, to contribute to the company’s vision to be the leader in American luxury wine, with a curated, comprehensive portfolio of highly successful and growing brands,” said CEO Robert Hanson.

As a result, the company will reallocate the resources previously dedicated to Canvasback, Migration, Paraduxx and Postmark, which combined represent 3.9% of Duckhorn’s total gross profit over the last nine months and have been declining on a trailing 12-month basis. They will continue to be sold in the wholesale market over the next few years. Additionally, in June 2025, the company will close tasting rooms that are not generating significant revenue or contributing to profitability, including Migration (Napa, CA), Canvasback (Walla Walla, WA) and Sonoma-Cutrer (Windsor, CA).

While the Sonoma-Cutrer tasting room will close, the winery’s growing wholesale business, membership club, and winemaking facility will comprise the primary focus of this growth brand within the portfolio and will be supported by the same dedicated and talented winemaking team.

About The Duckhorn Portfolio, Inc.

The Duckhorn Portfolio is North America’s premier luxury wine company. Established in 1976, when vintners Dan and Margaret Duckhorn founded Napa Valley’s Duckhorn Vineyards, today, our portfolio features some of North America’s most revered wineries, including Duckhorn Vineyards, Decoy, Kosta Browne, Sonoma-Cutrer, Goldeneye, Calera and Greenwing. Sourcing grapes from our own Estate vineyards and fine growers in Napa Valley, Sonoma County, Anderson Valley, California’s North and Central coasts, Oregon and Washington State, we offer a curated and comprehensive portfolio of acclaimed luxury wines with price points ranging from \$20 to \$230. Our wines are available throughout the United States, on five continents, and in more than 50 countries around the world. To learn more, visit us at [https:// www.duckhornportfolio.com/](https://www.duckhornportfolio.com/).

¹ Source: Nielsen, IWSR