

DECOY

L I M I T E D

HISTORY Established in 1985 by legendary vintners Dan and Margaret Duckhorn, our roots run deep at Decoy. Building on our rich winemaking heritage, we invite you to experience Decoy Limited. Crafted using grapes from some of the most acclaimed vineyards including our own estate properties, these wines are the ultimate expression of Decoy winemaking.

WINEMAKER Dana Epperson

GOAL To offer a higher tier of affordable luxury for Decoy consumers seeking serious wines within reach at an elevated price point.

OBJECTIVES

1. Grow Decoy Limited to equal 10% of the white label sales volume
2. Leverage current Decoy accounts to double POD volume with Decoy
3. Execute promotional features with additional shelf facings and secure 16+ case displays in A accounts and 4+ case displays in B accounts
4. Ensure proper brand standards and suggested pricing guidelines
5. Achieve 100% National Account program compliance both on- and off-premise

ESSENCE Legacy, Luxurious, Crafted

DIFFERENTIATING PROPOSITION Decoy is America's favorite luxury wine brand and the Decoy Limited wines are sourced from acclaimed vineyards in the Napa Valley and Sonoma Coast to offer retailers an appealing premium over its white label.

WINES & PRICING

Chardonnay	\$30 SRP, \$24.99 feature, \$60-70 BTB, \$15-20 BTG
Reds	\$30 SRP, \$24.99 feature, \$60-70 BTB, \$15-20 BTG
Brut Rosé	\$35 SRP, \$24.99 feature, \$65-75 BTB, \$18-22 BTG

FOCUS VARIETALS Cabernet Sauvignon, Pinot Noir, Red Wine, Chardonnay

ESTATE ACRES 240 Napa Valley vine acres, 90 Sonoma Coast vine acres

COMPETITIVE SET

Cabernet Sauvignon - Hess Collection Allomi, Beringer Knights Valley, Robert Mondavi, Charles Krug, Beaulieu Vineyards, Quilt

Pinot Noir - Siduri, MacMurray, MacRosite, Sonoma Cutrer

Red Wine - Robert Mondavi Maestro, Stags' Leap, Estancia Red Meritage, Orin Swift

Chardonnay - Stags' Leap, Sonoma-Cutrer, Hartford Court, Crossbarn by Paul Hobbs

RETAIL STANDARDS Eye-level shelf placement in varietal sets next to competitive set.

ON-PREMISE STANDARDS

Acceptable Examples:

- 2019 Decoy Limited Napa Valley Cabernet Sauvignon (preferred)
- 2019 Decoy Ltd. Napa Valley Cabernet Sauvignon

Unacceptable Examples:

- 2019 Decoy Cabernet Sauvignon
- 2019 Decoy by Duckhorn Napa Valley Cabernet Sauvignon

THE DUCKHORN PORTFOLIO

    | DecoyWines.com | (866) 367-9945

DECOY

L I M I T E D

BRUT ROSÉ
SPARKLING WINE

New Release

Crafted in the méthode champenoise style and harvested early, this stunning wine spent a year en tirage before being disgorged. This fresh and radiant Brut Rosé shimmers with layers of strawberry, summer melon and orange blossom.

CHARDONNAY

91 points
Wine & Spirits, v20

Crafted using grapes from some of the most acclaimed sites on the cool, windswept Sonoma Coast, including our Running Creek estate vineyard. This wine displays lovely stone fruit aromas, along with hints of apple and citrus, finishing with a beam of cool-climate acidity providing poise and finesse

PINOT NOIR

93 points
Wine Review Online, v21

Crafted using grapes from some of the most acclaimed sites on the cool, windswept Sonoma Coast, including our Running Creek estate vineyard. This alluring wine combines silky sophistication with soaring flavors of blackberry, cassis, cedar and spice.

MERLOT

New Release

Crafted using grapes from some of the most acclaimed Alexander Valley vineyards, this alluring wine offers luscious layers of plum, cherry, blackberry and raspberry, with hints of savory herbs, rustic earthiness and French oak-inspired notes of toffee and cardamom.

RED WINE

91 points
Wine Enthusiast, v19

Crafted using grapes from some of the most acclaimed Napa Valley vineyards in Rutherford, Yountville and Oakville, including our own estate properties. This bold and luxurious wine offers velvety tannins and gorgeous flavors of black raspberry, cherry, cassis, sweet French oak and spice.

CABERNET SAUVIGNON

93 points
Beverage Dynamics, v19

This wine reflects the complexity of Napa Valley with grower and estate fruit sourced from Rutherford, Yountville, Atlas Peak, Stag's Leap, St. Helena and Calistoga. This Cabernet Sauvignon displays a silky texture and lush, alluring layers of blackberry, boysenberry, cassis, violets and dark chocolate.