



POUR TO WHAT'S POSSIBLE.

Decoy fuels your momentum, reconnecting you to everything you are so you can tap into the thrill of where you're headed next.

Decoy is the premium wine that meets consumers in motion, acting as a catalyst for new ideas and connections.

- ✓ Quality and credibility across a breadth of varietals
- ✓ Innovation for more than 40 years
- ✓ Embedded in taste-making cultural moments

How *Pour to What's Possible* Comes to Life



Story & Voice

Inspires storytelling that connects everyday moments to bigger possibilities.



Innovation

Brings opportunity to the portfolio through new and existing products – and setting the stage for what's next.



Partnerships

Collaborates with like-minded partners who open doors to new audiences, ideas and experiences.

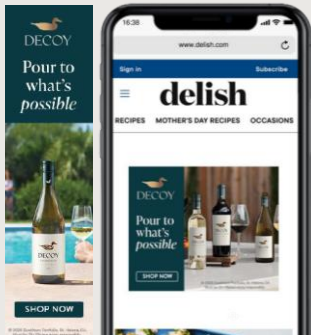


Philanthropy

Invests in emerging talent and opportunities to help turn possibility into progress.

FY27 Examples

Bringing Pour to What's Possible to life through key initiatives this year.



Paid Media

Takes *Pour to What's Possible* further through impactful creative that reaches consumers where they're at in the moments that matter.



Decoy Botanica Bloom Launch

A vibrant new white blend crafted to target the female millennial growth consumer seeking crisp white wines.



Official Wine of the Emmys®

A multi-year partnership that puts Decoy at the center of culture, uniting storytellers and wine drinkers through a shared appreciation for what's next.



Creator Grant Program

Extends our platform beyond Emmys season, providing a \$10K grant to help an emerging creative bring their next chapter to life.