



Pour to What's *Possible*

Rooted in Quality, Crafted for What's Next

Founded in 1985, Decoy is known for producing attractively priced wines crafted from exceptional vineyard sources, including its own estate vineyards in Sonoma County's Alexander Valley. Guided by acclaimed winemaker Dana Epperson, Decoy brings expertise across multiple varieties and California regions.



Defined by California's Landscape

Decoy's wines are shaped by a thoughtful balance of estate vineyards and established grower partnerships across California. Though estate Alexander Valley vineyards remain important touchstones, offering mountain-driven structure and valley-floor richness, Decoy's winemaking philosophy centers on blending fruit from diverse sites throughout the state to create wines that are expressive, consistent and approachable, year after year.

Built on Momentum, Always Evolving

Beginning with a single Napa Valley Red Wine, Decoy has evolved into a dynamic portfolio spanning Cabernet Sauvignon, Sauvignon Blanc, Chardonnay, Pinot Noir and more. In 2020, Decoy unveiled Decoy Limited, showcasing limited-production wines from premier California appellations. Building on that momentum, Decoy Featherweight was launched in 2024, crafted for a lighter, more modern style of enjoyment.

In 2026, Decoy unveiled an updated package design that reflects the brand's continued evolution. Rather than reinvention, this refresh refined key elements of the label to create a more contemporary and premium expression while preserving the recognizable character consumers know and trust. The result is a design that honors Decoy's heritage while looking confidently toward the future.

Today, Decoy continues to inspire wine lovers to embrace new experiences, celebrate meaningful connections and discover what's possible – one sip at a time.