



Rooted in Quality, Crafted for What's Next

Established in 1985, Decoy brings together is known for producing attractively priced wines from exceptional vineyard sources, with a focus on showcasing Sonoma County's world-class grapes and its own estate vineyards. Decoy's winemaking program is guided by acclaimed Winemaker Dana Epperson, who is an expert at working with multiple grape varieties across various regions. For over 40 years, the brand's evolution has been marked by intentional growth while always maintaining a focus on quality and consistency. In 2020, the portfolio expanded to include Decoy Limited, which showcases limited production wines from premier California appellations. Building on that momentum, Decoy Featherweight was launched in 2024 to offer consumers a lighter, more modern style of enjoyment, with 80 calories per 5oz serving.



Our Winemaking

Winemaker Dana Epperson joined the Decoy team in 2014, bringing years of experience in enology and grower relations from her time at Edna Valley Vineyards and Artesa. Dana is in constant pursuit of a winemaking style that lets the region and fruit speak for itself. Her hands-on, but always light-touch approach creates classic, balanced wines.

Decoy's Portfolio Spans Across Three Tiers

- **Decoy Core (White Label):** Classic expressions of California, primary volume driver of the brand
- **Decoy Limited:** Limited production wines sourced from some of California's most acclaimed appellations
- **Decoy Featherweight:** Lower-calorie*, lower-alcohol* wines for health-conscious consumers



Reasons to Believe

#1
\$15+ domestic
wine brand

#1
\$15+ Cabernet
Sauvignon
brand

**Fastest
turning**
\$15+ domestic
wine brand

**Winning across
key varietal
segments:**
The only \$15+
brand leading 4+
varietal categories

**In comparison to Decoy Core*



DECOY

Retail Standards

Objective: Grow distribution of Decoy and increase display of Decoy Core 4 (White Label CS, SB, CH, PN)

Focus SKUs: Decoy Core 4, Limited AV Cab, Featherweight SB

Retail Standards

- Shelf: Eye-level placement next to comp set
- Cold Box: Decoy Chardonnay and Sauvignon Blanc next to comp set

Grocery Type A Display Cases

Core

20 Cases



Limited

3 Cases



Featherweight

3 Cases



On Premise Standards

Objective: Grow OP quality placements

Focus SKUs: Decoy Cab, Limited Paso Cab, Featherweight (in wellness focused accounts)

Menu Listing:

- Acceptable: 2023 Decoy Cabernet Sauvignon
- Unacceptable: 2023 Decoy by Duckhorn Chardonnay

Competitive Set: Josh Reserve, Meiomi, La Crema, Daou, Austin