

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	<ol style="list-style-type: none">1. Grow Decoy Limited to equal 10% of the white label sales volume2. Leverage current Decoy accounts to double POD volume with Decoy3. Execute promotional features with additional shelf facings and secure 16+ case displays in A accounts and 4+ case displays in B accounts4. Ensure proper brand standards and suggested pricing guidelines5. 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	\$30 SRP, \$24.99 feature, \$60-70 BTB, \$15-20 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, Mount Veeder Pinot Noir - Siduri, MacMurray, MacRosite, Sonoma Cutrer Red Wine - Robert Mondavi Maestro, The Prisoner, 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: 2018 Decoy Limited Napa Valley Cabernet Sauvignon (preferred) 2018 Decoy Ltd. Napa Valley Cabernet Sauvignon Unacceptable Examples: 2018 Decoy Cabernet Sauvignon 2018 Decoy by Duckhorn Napa Valley Cabernet Sauvignon
MERCHANDISING TOOLS	Trade assets, including tech sheets, label images and up to date accolades are available at DuckhornPortfolio.com or contact your Duckhorn Portfolio Sales Manager for point-of-sale materials.

THE DUCKHORN PORTFOLIO

    | DecoyWines.com | (866) 367-9945



2019 DECOY LIMITED NAPA VALLEY CABERNET SAUVIGNON

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.



2018 DECOY LIMITED NAPA VALLEY RED WINE

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.



2019 DECOY LIMITED SONOMA COAST PINOT NOIR

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.



2020 DECOY LIMITED SONOMA COAST CHARDONNAY

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.

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