



DECOY

HISTORY From its inaugural vintage in 1985 as the companion label to Duckhorn Vineyards, Decoy has evolved to the perfect and comprehensive entry-level luxury brand for the entire Duckhorn Portfolio.

- Decoy is a collaboration of all Duckhorn Portfolio winemakers
- Decoy produces high-quality wines at remarkable prices
- Fruit is sourced from distinguished grower and estate vineyards
- Decoy's style is approachable yet complex wines that are ready upon release

WINEMAKER Dana Epperson

GOAL To be the #1 \$20+ luxury wine brand, and the “gateway duck” through which consumers trade up to Duckhorn Vineyards and other portfolio brands

OBJECTIVES

1. Expand points of distribution by 25% in all markets
2. Execute promotional features with additional shelf /cold box facings and secure 16+ case displays in A accounts and 4+ case displays in B accounts
3. Ensure all suggested pricing guidelines
4. Achieve 100% National Account program compliance both on- and off-premise

ESSENCE Approachable elegance

DIFFERENTIATING PROPOSITION For consumers looking for bright, approachable, accessible California luxury wines from one of the finest American wine producers, Decoy wines over-deliver on Quality-Price Ratio, each representing the finest values in luxury wine.

WINES & PRICING

Red Wine, Cabernet Sauvignon, Merlot, Zinfandel, Pinot Noir, Brut Cuvée Sparkling Wine
 \$25 SRP, \$ 19.99 Feature, \$50-55 BTB, \$11-18 BTG

Chardonnay, Sauvignon Blanc
 \$20 SRP, \$17.99 Feature, \$40-45 BTB, \$8-13 BTG

Rosé Wine
 \$20 SRP, \$16.99 Feature, \$40-45 BTB, \$8-13 BTG

FOCUS VARIETALS Cabernet Sauvignon, Chardonnay, Sauvignon Blanc, Pinot Noir, Merlot

ESTATE ACRES 130 acres dedicated to Decoy

COMPETITIVE SET

Cabernet Sauvignon, Merlot, Red Wine - Justin, Stags' Leap, Cooper & Thief
 Pinot Noir - Meiomi, La Crema, A to Z, Boen
 Chardonnay - Meiomi, La Crema, Kendall Jackson, Ferrari-Carano
 Sauvignon Blanc - Honig, Groth, St. Supery, Matanzas
 Zinfandel - Seghesio, The Federalist
 Rosé Wine - Meiomi, Unshackled, Whispering Angel
 Brut Cuvée Sparkling Wine - Mumm Napa, Roederer, Domaine Carneros

RETAIL STANDARDS

Eye-level shelf placement in varietal sets next to competitive set.
 Decoy Chardonnay and Sauvignon Blanc in the cold box next to competitive set.

ON-PREMISE STANDARDS

Acceptable Examples:
 2019 Decoy Sonoma County Chardonnay (preferred)
 2019 Decoy by Duckhorn Sonoma County Chardonnay

Unacceptable Examples:
 2019 Duckhorn Decoy Sonoma County Cabernet Sauvignon

DECOY

BRUT CUVÉE
SPARKLING WINE

90 points
Wine Spectator

Crafted in the méthode champenoise tradition, our Decoy Brut Cuvée is an enticing sparkling wine that offers alluring layers and pure fruit flavors with a delicate sweetness that is perfectly balanced by bright acidity.

ROSÉ WINE

90 points
Wine Enthusiast, v20

Inspired by the great Rosés of Provence, the grapes for our Rosé are specifically harvested at lower brix to make a dry Rosé. Made in the direct press method and fermented entirely in stainless steel, this is a crisp and refreshing wine with vibrant fruit flavors and refreshing acidity.

SAUVIGNON BLANC

90 points
Wine Enthusiast, v18

This enticing Sauvignon Blanc is fermented entirely in stainless steel, offering vivid citrus and stone fruit flavors with refreshing acidity that carries the wine through to a bright and lively finish.

CHARDONNAY

90 points
Wine Enthusiast, v19

California encompasses an array of microclimates, soil types, elevations and terroirs, yielding a unique and appealing expression of Chardonnay. This deliciously bright and inviting Chardonnay offers lovely pure fruit flavors that are underscored by delicate acidity and a supple richness from sur lie aging.

PINOT NOIR

92 points
Wine Enthusiast, v19

From its enticing bouquet to its layers of lush, pure fruit, this wine captures the vibrant charm of great Pinot Noir. The palate is soft and silky, with supple tannins accentuating the ripe berry flavors and helping to carry the wine to a bright and focused finish.

ZINFANDEL

92 points
Wine Enthusiast, v19

From its lovely dark violet color to its luscious fruit aromas, this wine captures the alluring essence of Zinfandel. On the palate, layers of fresh red and black fruit are underscored by an elegant structure that includes supple, refined tannins, balanced acidity and notes of French vanilla and toasty oak.

MERLOT

92 points
Wine Enthusiast, v18

This lush and inviting Merlot displays enticing berry and cassis aromas, underscored by French oak-inspired notes. The layers of luxurious fruit continue on the palate, where lively acidity adds poise and structure, and silky tannins carry the wine to a long, juicy finish.

RED WINE

91 points
James Suckling, v17

The core blend for this appealing Red Wine pairs the complexity of Cabernet Sauvignon with the elegance of Merlot. Rich and concentrated, this full-bodied wine displays alluring layers of ripe and juicy berry flavors, underscored by plush tannins that carry the wine to a long, silky finish.

CABERNET SAUVIGNON

90 points
James Suckling, v18

From its deep, inviting color to its enticing berry and spice layers, this wine showcases what we love about great Cabernet Sauvignon. On the palate, the lush fruit flavors are framed by rich tannins and hints of dark chocolate and barrel spice.