



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, Rosé Wine
\$20 SRP, \$16.99 Feature, \$40-45 BTB, \$10-13 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, Robert Mondavi, Franciscan
Pinot Noir - La Crema, Frei Brothers, Acacia, Meiomi
Chardonnay - Sonoma Cutrer, Ferrari-Carano
Sauvignon Blanc - Robert Mondavi, Ferrari-Carano
Zinfandel - Seghesio, Rosenblum
Rosé Wine - Belle Glos, Starmont
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:
2018 Decoy Sonoma County Chardonnay (preferred)
2018 Decoy by Duckhorn Sonoma County Chardonnay
Unacceptable Examples:
2016 Duckhorn Decoy Sonoma County 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.

DUCKHORN PORTFOLIO

DECOY

BRUT CUVÉE SPARKLING WINE

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 CALIFORNIA

90 points
Wine & Spirits, v18

Inspired by the great Rosés of Provence, the grapes for our California 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 SONOMA COUNTY

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 SONOMA COUNTY

90 points
James Suckling, v18

Sonoma County 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 CALIFORNIA

90 points
Wine Enthusiast, v18

From its enticing bouquet to its layers of lush, pure fruit, this wine captures the vibrant charm of great California 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 SONOMA COUNTY

90 points
Wine Enthusiast, v17

From its lovely dark violet color to its luscious fruit aromas, this wine captures the alluring essence of Sonoma County 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 SONOMA COUNTY

91 points
James Suckling, v17

This lush and inviting Sonoma County 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 SONOMA COUNTY

91 points
James Suckling, v17

The core blend for this appealing Sonoma County 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 CALIFORNIA

90 points
Wine Enthusiast, v17

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.