

The Next Level of Decoy, from Standout Regions

Decoy Limited was launched in 2018 to advance the Decoy mission of making exceptional wines within reach. Each Decoy Limited wine highlights winemaker Dana Epperson's favorite selections from renowned California appellations: Alexander Valley, Sonoma Coast, Paso Robles, North Coast, and Napa Valley. These carefully chosen lots are celebrated for their expressiveness and authenticity, capturing the unique character of their respective regions.

Our Winemaking

Alexander Valley

Epperson's favorite region for **Merlot** and **Cabernet Sauvignon**, bringing structure, intensity and a hint of rusticity. Decoy's valley-floor Brownell and high-elevation Ridgeline estate vineyards can be found here.

Sonoma Coast

Vineyards across the River Valley, Carneros and Petaluma Gap provide Epperson the ideal mix of concentrated flavors and bright acidity, producing exceptional **Pinot Noir** & **Chardonnay**. Decoy's Running Creek estate vineyard is core to this program.

Paso Robles

This wild and rustic landscape is an emerging favorite for its powerful and complex **Cabernets**. Notably different sub-AVAs, including San Miguel where Decoy's estate vineyard resides, give Epperson a broad palette to create with.

North Coast

Cooling maritime fog and diverse coastal soils make this a preferable growing site for bright, aromatic **Sauvignon Blanc**. Epperson draws on select cool-climate sites here to craft a wine of vibrant acidity, freshness and lively character.

Reasons to Believe

Decoy is the
#1
\$15+ domestic
wine brand

Decoy Limited's
packaging
STANDS OUT
ON SHELF and
ATTRACTS A
HIGHER PAYING
CONSUMER

Limited has
delivered
DOUBLE DIGIT \$
SALES GROWTH
(+19% vs YA)

Decoy Limited
Cabernets drove
69% of \$20-30
CABERNET \$
SALES GROWTH
in the L52 weeks

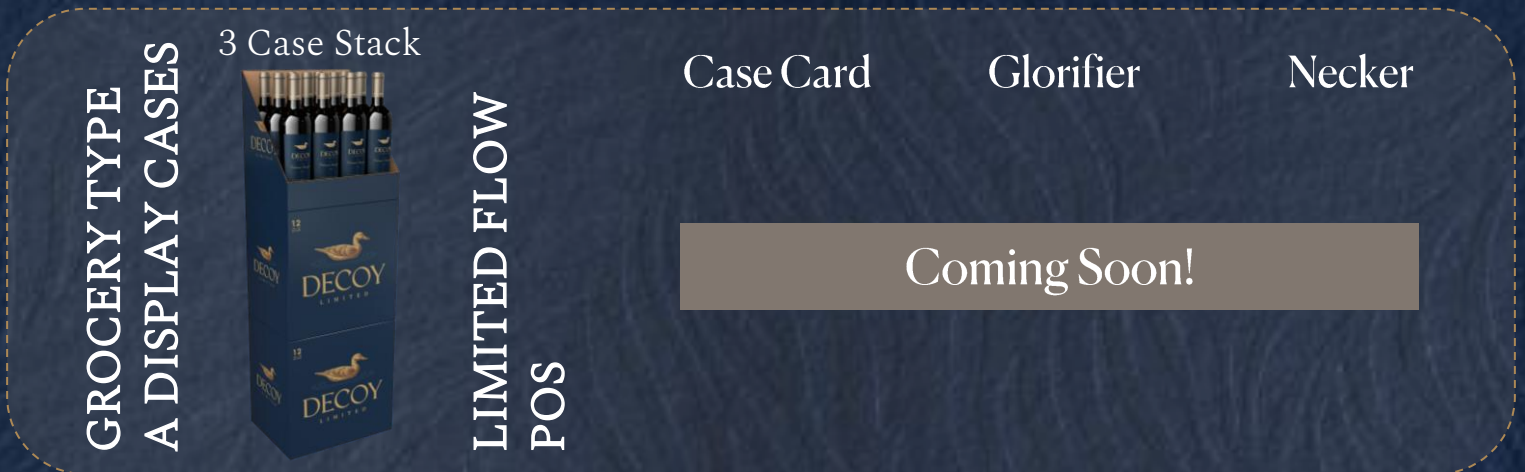
Retail Standards

Objective: Grow distribution of Decoy Limited SKUs and increase display of Decoy Limited Alexander Valley Cabernet Sauvignon

Focus SKUs: Decoy Limited Alexander Valley Cabernet Sauvignon

Retail Standards

- Shelf: Eye-level placement next to comp set, ideally placed directly above Decoy Core
- Cold Box: Decoy Limited Sauvignon Blanc next to comp set



On Premise Standards

Objective: Grow OP quality placements

Focus SKUs: Decoy Limited Paso Cab

Menu Listing:

- **ACCEPTABLE:** 2022 Limited by Decoy Paso Robles Cabernet Sauvignon | 2022 Decoy Limited Paso Robles Cabernet Sauvignon
- **UNACCEPTABLE:** 2022 Decoy Limited by Duckhorn Cabernet Sauvignon

Table Tent



New Account Toolkit

Includes

- Wine Keys
- Pens
- Server Inserts
- Server Education Card