

# 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

1. Grow Decoy Limited to equal 10% of the white label sales volume
2. Leverage current Decoy accounts to double POD volume with Decoy
3. Execute promotional features with additional shelf facings and secure 16+ case displays in A accounts and 4+ case displays in B accounts
4. Ensure proper brand standards and suggested pricing guidelines
5. 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 Alexander Valley and Sonoma Coast to offer retailers an appealing premium over its white label.

## WINES & PRICING

Chardonnay	\$30 SRP, \$24.99 feature, \$60-70 BTB, \$15-20 BTG
Red Wines	\$30 SRP, \$24.99 feature, \$60-70 BTB, \$15-20 BTG
Brut Rosé	\$30 SRP, \$24.99 feature, \$60-70 BTB, \$18-22 BTG

## FOCUS VARIETALS

Cabernet Sauvignon, Pinot Noir, Merlot, Red Wine, Chardonnay, Brut Rosé

## ESTATE ACRES

105 Alexander Valley vine acres, 90 Sonoma Coast vine acres

## COMPETITIVE SET

Cabernet Sauvignon - Hess Collection Allomi, Beringer Knights Valley, Robert Mondavi, Charles Krug, Beaulieu Vineyards, Quilt  
Pinot Noir - Siduri, MacMurray, MacRosite, Sonoma Cutrer  
Merlot - Stag's Leap, Freemark Abbey, Rombauer, Grgich Hills, Thorn, Raymond  
Red Wine - Robert Mondavi Maestro, Stags' Leap, Estancia Red Meritage, Orin Swift  
Chardonnay - Stags' Leap, Sonoma-Cutrer, Hartford Court, Crossbarn by Paul Hobbs  
Brut Rosé - Roederer Estate, Domaine Carneros, Schramsberg, Étoile

## RETAIL STANDARDS

Eye-level shelf placement in varietal sets next to competitive set.

## ON-PREMISE STANDARDS

Acceptable Examples:  
2021 Decoy Limited Alexander Valley Cabernet Sauvignon (preferred)  
2021 Decoy Ltd. Alexander Valley Cabernet Sauvignon  
Unacceptable Examples:  
2021 Decoy Cabernet Sauvignon  
2021 Decoy by Duckhorn Alexander Valley Cabernet Sauvignon

THE DUCKHORN PORTFOLIO

    | DecoyWines.com | (866) 367-9945

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BRUT ROSÉ  
SPARKLING WINE

New Release

Crafted in the méthode champenoise style and harvested early, this stunning wine spent a year en tirage before being disgorged. This fresh and radiant Brut Rosé shimmers with layers of strawberry, summer melon and orange blossom.

CHARDONNAY

**92** points  
*James Suckling, v22*

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

PINOT NOIR

**91** points  
*Wine Enthusiast, v21*

Bright, polished and impeccably balanced, this wine embodies the depth and nuance of the finest Sonoma Coast Pinot Noirs. The nose offers a melange of black raspberry, Bing cherry, rhubarb and forest floor aromas, along with hints of holiday spice. On the palate, velvety tannins carry the lush, flowing flavors to a vibrant fruit and spice finish.

MERLOT

**93** points  
*James Suckling, v21*

This vibrant and alluring Merlot draws you in with fragrances of ripe raspberry, Bing cherry and red currant, as well as notions of cedar and sweet baking spice from oak aging. On the palate, velvety tannins accentuate the generous red berry and spice flavors as they flow to a long, juicy finish.

RED WINE

**91** points  
*Wine Enthusiast, v19*

This ripe and expressive blend draws you in with dramatic aromas of blackberry pie, cherry, brambly spice, clove, and a touch of cinnamon. The red and black fruit layers are echoed on the beautifully balanced palate, where they are framed by rich, silky tannins and a streak of bright acidity that carries the flavors to a long, lush finish

CABERNET SAUVIGNON

**94** points  
*Wine Enthusiast, v21*

Embodying the luxurious beauty of great Alexander Valley Cabernet Sauvignon, this alluring wine draws you in with complex aromas of black cherry, ripe plum, blackberry, and sweet baking spices. On the palate, the tannins are supple and round, framing juicy layers of dark berries and chocolate, with sophisticated hints of white pepper and toasty oak emerging throughout the long, resonant finish.