

DECOY Featherweight™

A Lighter* Decoy, Crafted for those In Motion

Lower-in-calories*, full of possibility. With 80 calories per serving, Decoy Featherweight delivers expressive flavor using the same premium California fruit and blend as our classic Decoy wines. Crafted using traditional winemaking methods and a gentle dealcoholization process that preserves flavor and aromatics, it offers a lighter expression without compromise.

**At least 33% fewer calories per 5 fl. Oz serving than the regular comparable Decoy product.*

The Featherweight Portfolio

Sauvignon Blanc

Flagship SKU

The foundation of the Decoy Featherweight portfolio and the tier's primary growth driver. Decoy Featherweight Sauvignon Blanc continues to strengthen its position in the betterment category, supported by gains in distribution and sales.



v.23
90 pts

JAMES SUCKLING.COM



v.23
90 pts

WINE ENTHUSIAST

Chardonnay & Cabernet Sauvignon

Portfolio Expansion

Extensions designed to meet consumer demand for more varietal choice, increase shelf presence and accelerate portfolio growth.

Reasons to Believe

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

Decoy Featherweight Sauvignon Blanc is the **#1 \$15+ lower-calorie Sauvignon Blanc**¹

Decoy Featherweight Sauvignon Blanc's dollar sales growth **outpaces Top 10 Lower-Calorie items**²

Lower Calorie wine continues to grow, with the category up **+134%** in the last 5 years³

DECOY Featherweight™

Retail Standards

Objective: Grow distribution and accelerate velocity on Decoy Featherweight SKUs

Focus SKU: Decoy Featherweight Sauvignon Blanc

Shelf Placement: Shelled by price flow within the standard wine set, adjacent to Decoy sister varieties. If a dedicated lower-in-calorie/“Better-For-You” wine section is present, it is acceptable to shelve within that section.

GROCERY TYPE A DISPLAY CASES

3 Case Stack



Case Wrap



Case Card



Necker



Glorifier



Lean Into Lighter Focus Period (Jan-Feb)

On Premise Standards

Objective: Increase placements in health/wellness and “better-for-you” environments (Spas, Wellness Clubs, etc.)

Menu Listing:

Do: 2025 Decoy Featherweight Sauvignon Blanc

Do Not: 2025 Featherweight by Duckhorn

Sales Tools

Carafes
Yoga Mats
Coasters
GoVinos
Ice Buckets
Sunglasses
Tote Bags



Comp Set: Kim Crawford Illuminate, Kendall-Jackson Low Calorie, Butter Low Calorie, Meiomi Bright