

# 2016 DECOY SONOMA COUNTY PINOT NOIR

#2 Selling California Pinot Noir in \$20+ SRP Category!



**Composition:** 100% Pinot Noir

**Market Trends/Opportunity:** Pinot Noir  
\$20+ SRP is +21% vs. PY.

**Winemakers:** Tyson Wolf

**Availability:** National

**Appellation:** Sonoma County

**SRP:** \$25

**Winemaking & Sourcing:** Highlighting a distinctly plush and approachable expression of Pinot Noir, Decoy is crafted to be ready upon release. Over 50% of the grapes are sourced from the Carneros, Russian River Valley and Sonoma Coast regions. These cool-climate areas of Sonoma County are famed for their exceptional Pinot Noirs.

**Tasting Notes:** This alluring wine displays classic Pinot Noir aromas of ripe strawberry, cherry and plum, along with subtle hints of cola and clove. On the palate, the lush fruit is underscored by lovely cool-climate acidity and silky tannins that carry the flavors to a long, elegant finish.

**Key Accolades:** v14 90 Pts., *Wine Enthusiast*. v14 90 Pts., *The Tasting Panel*. v14 90 Pts., *Ken's Wine Guide*. v13 91 Pts., *Wine Review Online*. v13 90 Pts., *The Tasting Panel*.

**Recommended Pairings:** Grilled Salmon/Tuna, Pork, Ham, Duck, Quail, Mushrooms, Wild Rice, Gruyere, Brie, Truffle Cheese.

**UPC:** 669576 01922 1

**SCC/Case Code:** 20 669576 01922 5

**TTB Approval:** 14267-001-000207

**Marquee Accounts:** Wine Country Bistro, Sullivan's, Metropolitan Grill, Bridges, XYZ, Donovan's Steak and Chophouse.

**Alcohol:** 13.9%

**Formats Available:** 750ml