



wine review online

v08 Decoy Cabernet, 91 pts. "Doubtless one of the finest...\$25 Cabs produced in the Napa Valley this vintage...".

What Decoy by Duckhorn Wines Can Do for You

- **The Brand Power of the Duckhorn Name.** Decoy wines prominently communicate the Duckhorn name. Duckhorn wines have the highest brand awareness of any nationally distributed super-luxury wine brand.
- **Unbeatable Quality & Accolades.** No other brand offers a better quality/price ratio from three premier appellations: Napa, Sonoma, & Anderson Valley. Reviews have touted the Decoy Cabernet as "the finest \$25 wine of the vintage"!
- **Must-Have Wines.** Decoy wines are the hottest \$20 SRP wines in the market and will drive up check and basket rings. The top US retailers and restaurateurs are ordering now.

Winemakers

Bill Nancarrow, Zach Rasmuson, David Marchesi, Neil Bernardi.

Pricing Guidelines

\$18-25 SRP/\$19.99 Feature. \$11-18 BTG. \$35 to \$65 BTB.

Brand Standards

2009 Decoy by Duckhorn Napa Valley Merlot.

Wines Available

- Decoy Napa Valley Red Wine
- Decoy Napa Valley Cabernet Sauvignon
- Decoy Napa Valley Merlot
- Decoy Napa Valley Sauvignon Blanc
- Decoy Sonoma County Zinfandel
- Decoy Anderson Valley Pinot Noir
- Decoy Sonoma County Chardonnay

Channel Mix

60% Off-Premise/40% On-Premise

