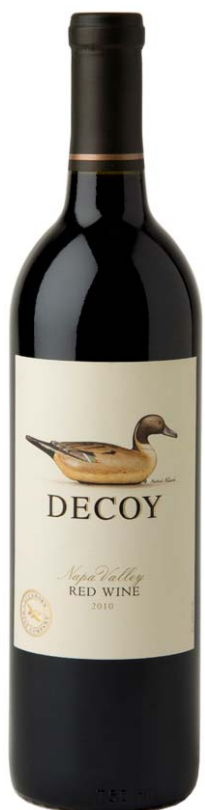


2010 DECOY NAPA VALLEY RED WINE

The best-selling California Super-Luxury Red Blend!



Composition: 52% Merlot, 46% Cabernet Sauvignon, 2% Petit Verdot

Winemaker: Bill Nancarrow

Appellation: Napa Valley

Winemaking: Since 1985, Decoy has earned an important place in our Duckhorn Vineyards family of wines by allowing our winemaker blending flexibility. The core blend for this appealing Napa Valley Red Wine pairs the complexity of Cabernet Sauvignon with the elegance of Merlot. Reflecting the character of each growing season and the diversity of our vineyard sources, Decoy has established itself as a wine of distinction.

Key Accolades: v09 4 Stars – Excellent, *Restaurant Wine*. v08 88Pts., *Wine Spectator*. v07 91 Pts. *Wine Enthusiast*, *Editor's Choice*. V06 90 Pts., *Wine Review Online*.

UPC:

Bottle: 669576 019207

Case: 20 669576 01920 0

SCC: 10669756019207

TTB Approval: 10322001000334

Market Trends/Opportunity: Red Blend 52 weeks +28.4%.

Availability: National

SRP: \$25

Tasting Notes: The 2010 vintage has yielded a voluptuous wine with alluring aromas of blackberry, blueberry, black currant and raspberry, supported by holiday spice notes of cinnamon, nutmeg and cardamom. On the palate, this wine is lush and juicy, with a fleshy mid-palate and soft, velvety tannins. Subtle oak-inspired elements of cedar and walnut accentuate the rich dark fruit flavors, giving them an enticing berry pie/cobbler quality.

Recommended Pairings: Ribeye Steak, Aged Parmesan & Asiago cheeses, Porcini Mushroom Sauce.

Marquee Accounts: Morton's, Ruth's Chris, Oceanaire, Mastro's, Back Bay Restaurant Group, Quality Meats, Smith & Wollensky, Chop's

Formats Available: 750ml

Alcohol: 14.5%