

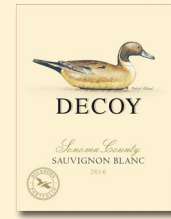
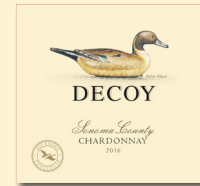
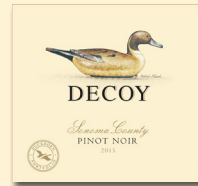
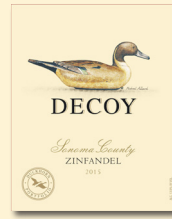
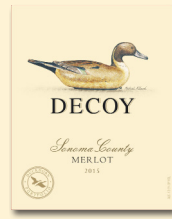
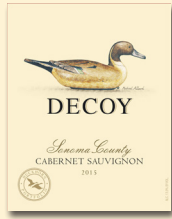
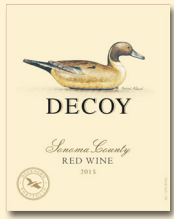


# DECOY®

## BRAND SUMMARY

1000 Lodi Lane, St. Helena, California 94574  
main (707) 963-7108 orders (800) 354-8885  
DecoyWines.com

HISTORY	<p>From its inaugural vintage in 1985 as the companion label to Duckhorn Vineyards, Decoy has evolved to the perfect and comprehensive entry-level luxury brand for the entire Duckhorn Wine Company portfolio.</p> <ul style="list-style-type: none"> <li>• Decoy is a collaboration of all Duckhorn Wine Company winemakers</li> <li>• Decoy produces high-quality wines at remarkable prices</li> <li>• Fruit is sourced from distinguished grower and estate vineyards</li> <li>• Decoy's style is approachable yet complex wines that are ready upon release</li> </ul>
WINEMAKER	Tyson Wolf
BRAND GOAL	To be the #1 \$20+ luxury wine brand, and the “gateway duck” through which consumers trade up to Duckhorn Vineyards and other portfolio brands
BRAND OBJECTIVES	<ol style="list-style-type: none"> <li>1. Expand points of distribution (PODs) by 25% in all markets</li> <li>2. Execute promotional features with additional shelf/cold box facings and secure 16+ case displays in A accounts and 4+ case displays in B accounts.</li> <li>3. Ensure all suggested pricing guidelines</li> <li>4. Achieve 100% National Account program compliance both on- and off-premise</li> </ol>
BRAND ESSENCE	Approachable elegance
DIFFERENTIATING PROPOSITION	For consumers looking for bright, approachable, accessible California luxury wines from one of the finest American wine producers, Decoy wines over-deliver on Quality-Price Ratio, each representing the finest values in Sonoma County.
WINES	<p><i>Reds</i>– Red Blend, Cabernet Sauvignon, Merlot, Zinfandel, Pinot Noir</p> <p><i>Whites/Rosé</i>– Chardonnay, Sauvignon Blanc, Rosé (screw cap)</p>
PRICING	<p><i>Reds</i> - \$25.00 front/\$19.99 feature, \$15-18 BTG, \$50-55 BTB</p> <p><i>Whites/Rosé</i> - \$20.00 front/\$16.99 feature, \$10-13 BTG, \$40-45 BTB</p>
FOCUS VARIETALS	Cabernet Sauvignon, Chardonnay, Sauvignon Blanc, Pinot Noir, Merlot
ESTATE ACRES	130 acres dedicated to Decoy
COMPETITIVE SET	<p><i>Cabernet Sauvignon/Merlot/Red</i>: Justin, Robert Mondavi, Franciscan</p> <p><i>Pinot Noir</i>: La Crema, Frei Brothers, Acacia, Meiomi</p> <p><i>Chardonnay</i>: Sonoma Cutrer, Ferrari-Carano</p> <p><i>Sauvignon Blanc</i>: Robert Mondavi, Ferrari-Carano</p> <p><i>Zinfandel</i>: Seghesio, Rosenblum</p> <p><i>Rosé</i>: Belle Glos, Starmont</p>
CHANNEL STRATEGY	70% Off-Premise, 30% On-Premise
KEY ACCOLADES	<p><i>Sauvignon Blanc</i>: 90 pts. - <i>Wine Enthusiast</i> v16</p> <p><i>Chardonnay</i>: 90 pts. - <i>PinotFile</i> v15</p> <p><i>Red Wine</i>: 90 pts. - <i>Wine Review Online</i> v14</p> <p><i>Cabernet Sauvignon</i>: 90 pts. - <i>Wine &amp; Spirits</i> v15</p> <p><i>Merlot</i>: 90 pts. - <i>Wine Enthusiast</i> v14</p> <p><i>Zinfandel</i>: 90 pts. - <i>Wine Spectator</i> v15</p> <p><i>Pinot Noir</i>: 90 pts. - <i>Wine Enthusiast</i> v14</p> <p><i>Rosé</i>: 90 pts. - <i>Wine Enthusiast</i> v16</p>
RETAIL STANDARDS	<ul style="list-style-type: none"> <li>• Eye-level shelf placement in varietal sets next to competitive set</li> <li>• Decoy Chardonnay and Sauvignon Blanc in the cold box next to competitive set</li> </ul>
ON-PREMISE STANDARDS	<p><i>Acceptable Examples</i>:</p> <p>2015 Decoy Sonoma County Cabernet Sauvignon (<i>PREFERRED</i>)</p> <p>2015 Decoy by Duckhorn Sonoma County Cabernet Sauvignon</p> <p><i>Unacceptable Examples</i>:</p> <p>2015 Duckhorn Decoy Sonoma County Cabernet Sauvignon</p>
MERCHANDISING TOOLS	Pole topper display piece, case wraps, case glorifiers, large format bottles, neck hangers and shelf talkers with key accolades and descriptors, waitstaff training cards



### VARIETAL

Red Wine

Cabernet Sauvignon

Merlot

Zinfandel

Pinot Noir

Chardonnay

Sauvignon Blanc

Rosé

### VINTAGE

2015

2015

2015

2015

2015

2016

2016

2016

### APPELLATION

Sonoma County

Sonoma County

Sonoma County

Sonoma County

Sonoma County

Sonoma County

Sonoma County

California

### ALCOHOL

13.9%

13.9%

13.9%

13.9%

13.9%

13.5%

13.5%

13.5%

### WINE DESCRIPTION

Displaying rich color, soft, seamless tannins and enticing fruit, our Decoy Sonoma County Red Wine offers a lush and appealing expression of Bordeaux-variety winemaking.

Duckhorn Vineyards has been exploring the complexity of Cabernet Sauvignon since 1978. Decoy Cabernet Sauvignon offers a rich interpretation crafted to be ready upon release.

Duckhorn Vineyards has been crafting exceptional Merlots since 1978. Drawing on our expertise working with this varietal, Decoy Merlot is a lush and inviting wine.

This enticing Sonoma County wine highlights a bright, red-fruit and spice expression of Zinfandel.

Decoy Pinot Noir highlights a plush and approachable expression of Pinot Noir that is crafted to be ready upon release.

Decoy Chardonnay explores the diversity of Sonoma County, which encompasses an array of soil types, elevations, and terroirs, yielding an appealing wine.

Duckhorn Vineyards has been crafting Sauvignon Blanc since 1982. Expanding on this tradition, Decoy allows our team to explore a different expression of this great varietal.

Inspired by the great rosés of France, our debut Decoy Rosé is made from a blend of Pinot Noir and Syrah. The grapes for this wine were specifically harvested at lower Brix to make a crisp and refreshing dry rosé.

### TASTING NOTE

Rich and concentrated, this full-bodied wine displays alluring layers of blackberry and ripe cherry, along with hints of spearmint and caramel. On the palate, the voluptuous fruit flavors are underscored by plush tannins that carry the wine to a long, silky finish.

From its deep, inviting color to its enticing aromas of blackberry, currant and cocoa, this wine showcases what we love about great Sonoma County Cabernet Sauvignon. On the palate, the lush fruit flavors are framed by rich tannins and hints of sweet oak and spice.

This lovely expression of Sonoma County Merlot offers lush layers of black cherry, cassis and cranberry, along with notes of cocoa and leather. On the palate, refined tannins underscore the wine's velvety mouthfeel, while excellent acidity adds poise and length to the vibrant red berry flavors.

This wine displays lush layers of wild blueberry, blackberry and cranberry, along with a hint of enticing spice and toasty oak. On the palate, the structure is elegant and inviting, with plush tannins and well-balanced acidity underscoring the vibrant fruit.

On the nose, aromas of cherry, strawberry and cassis rise from the glass, along with hints of violet and cola. The palate is soft and silky, with supple tannins accentuating the ripe berry flavors and helping to carry the wine to bright, focused finish.

This bright and inviting Chardonnay offers layers of apricot, citrus and summer melon, as well as hints of fresh honeysuckle. On the palate, the lovely pure fruit flavors are underscored by delicate acidity and a supple richness from the sur lie aging.

This enticing wine offers vivid flavors of grapefruit and apricot, as well as lovely notes of honeydew and lemongrass. On the palate, refreshing acidity mingles with a subtle sweetness that carries through to a fresh, lively finish.

This lovely rosé displays enticing aromas of fresh-picked strawberries and summer watermelon, along with hints of lemon zest and wildflowers. On the palate, it is bright and elegant, with a refreshing acidity.