



DECOY®

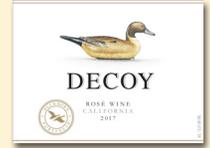
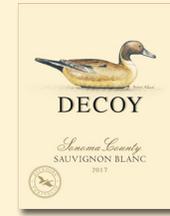
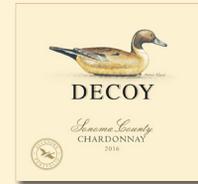
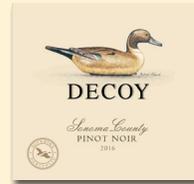
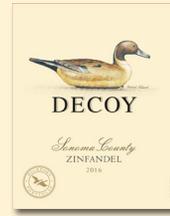
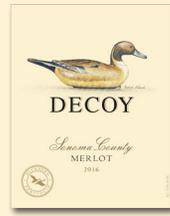
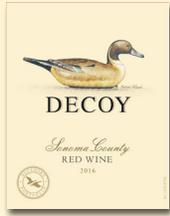
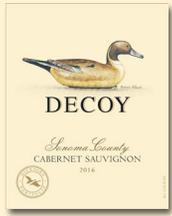
BRAND SUMMARY

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"> • Decoy is a collaboration of all Duckhorn Wine Company winemakers • Decoy produces high-quality wines at remarkable prices • Fruit is sourced from distinguished grower and estate vineyards • Decoy's style is approachable yet complex wines that are ready upon release
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"> 1. Expand points of distribution (PODs) by 25% in all markets 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. 3. Ensure all suggested pricing guidelines 4. Achieve 100% National Account program compliance both on- and off-premise
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 & Spirits</i> v15</p> <p><i>Merlot</i>: 90 pts. - <i>Wine Enthusiast</i> v14</p> <p><i>Zinfandel</i>: 90 pts. - <i>Wine Review Online</i> v16</p> <p><i>Pinot Noir</i>: 90 pts. - <i>Wine Enthusiast</i> v14</p> <p><i>Rosé</i>: 91 pts. - <i>Wine Enthusiast</i> v17</p>
RETAIL STANDARDS	<ul style="list-style-type: none"> • Eye-level shelf placement in varietal sets next to competitive set • Decoy Chardonnay and Sauvignon Blanc in the cold box next to competitive set
ON-PREMISE STANDARDS	<p><i>Acceptable Examples</i>:</p> <p>2016 Decoy Sonoma County Cabernet Sauvignon (<i>PREFERRED</i>)</p> <p>2016 Decoy by Duckhorn Sonoma County Cabernet Sauvignon</p> <p><i>Unacceptable Examples</i>:</p> <p>2016 Duckhorn Decoy Sonoma County Cabernet Sauvignon</p>
MERCHANDISING TOOLS	Case wraps, case glorifiers, case cards, large format bottles, neck hangers and shelf talkers with key accolades and descriptors, waitstaff training cards

DECOY

PORTFOLIO WINES



VARIETAL

Cabernet Sauvignon	Red Wine	Merlot	Zinfandel	Pinot Noir	Chardonnay	Sauvignon Blanc	Rosé
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VINTAGE

2016	2016	2016	2016	2016	2016	2017	2017
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APPELLATION

Sonoma County	California						
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ALCOHOL

13.9%	13.9%	13.9%	13.9%	13.9%	13.5%	13.9%	13.5%
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WINE DESCRIPTION

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.	Displaying rich color, soft, seamless tannins and enticing fruit, our Decoy Sonoma County Red Wine offers a lush and appealing expression of Bordeaux-varietal winemaking.	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 Decoy Rosé is made from a blend of Syrah and Pinot Noir. The grapes for this wine were specifically harvested at lower Brix to make a crisp and refreshing dry rosé.
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TASTING NOTE

This inviting wine features layers of blackberry and black cherry, along with notes of mocha, star anise and spearmint. On the palate, the juicy, bright fruit flavors are framed by rich, refined tannins that carry the wine to a satisfying finish.	Rich and concentrated, this wine reveals voluptuous layers of blueberry, cassis and dark chocolate. On the palate, hints of salted caramel and exotic spices add depth and complexity to the fresh fruit flavors, while carrying the wine to a long and silky finish	This lush and inviting Merlot displays layers of black cherry, blueberry and cassis, underscored by vanilla and cocoa. On the palate, balanced acidity adds poise and elegance, while silky tannins carry the wine to a fruitful and concentrated finish.	With an abundance of wild blackberry and strawberry flavors, as well as layers of violet and fresh-cracked black pepper, this exceptionally balanced Zinfandel offers silky tannins and mouthfilling richness. The finish is lush and elegant.	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.	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 bright and aromatic wine offers enticing layers of lemon and lime zest, as well as lovely notes of honeydew and nectarine. On the palate, refreshing acidity mingles with a subtle undercurrent of sweet fruit that carries through to a refreshing, vibrant finish.	This crisp and elegant rosé displays enticing aromas of pink grapefruit and fresh-picked strawberries, along with hints of honeydew melon and raspberry. On the palate, it is bright and balanced, with layers of vibrant fruit and subtle notes of minerals and spice.
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