



DECOY

What Decoy by Duckhorn Wines Can Do for You

- **Classic Overachiever.** Decoy wines deliver the quality of wines that sell for twice the price thanks to the remarkable winemaking and vineyard resources of the Duckhorn Portfolio.
- **Estate Vineyard Sourcing.** 130 acres of estate vineyards form the backbone of these beautiful wines.
- **The U.S. Luxury Wine of Choice.** Decoy Cabernet Sauvignon, Sauvignon Blanc & Merlot are #1 in their luxury categories while Decoy Pinot Noir, Chardonnay & Red Wine are all in the top 3.

Winemakers

Tyson Wolf in collaboration with Renee Ary, Michael Accurso, Don LaBorde & Bo Felton



Brand Standards

2014 Decoy by Duckhorn Sonoma County Merlot

Pricing Guidelines

\$10-18 BTG, \$40-55 BTB, \$20-25 SRP/\$16.99-19.99 Feature

Wines Available

- Decoy Sonoma County Cabernet Sauvignon
- Decoy Sonoma County Chardonnay
- Decoy Sonoma County Sauvignon Blanc
- Decoy Sonoma County Pinot Noir
- Decoy Sonoma County Merlot
- Decoy Sonoma County Red Wine
- Decoy Sonoma County Zinfandel
- Decoy California Rosé

Channel Mix Target

60% Off-Premise/40% On-Premise

