



**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.
- **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 Zinfandel and Rosé are all in the top 5.
- **Estate Vineyard Sourcing.** 130 acres of estate vineyards form the backbone of these beautiful wines.

**Winemaker**

Tyson Wolf



**Brand Standards**

2015 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**

70% Off-Premise/30% On-Premise

