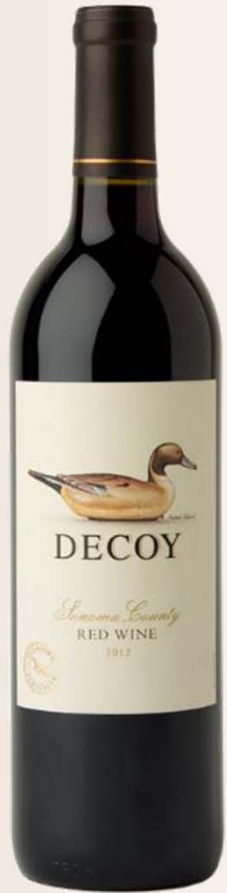


2013 DECOY SONOMA COUNTY RED WINE



The best-selling California Super-Luxury Red Blend!

Composition: 25% Merlot, 20% Cabernet Sauvignon, 15% Zinfandel, 15% Cabernet Franc, 11% Petite Sirah, 9% Petit Verdot, 5% Malbec

Market Trends/Opportunity: Luxury Red Blends category is up +19% vs. PY.

Winemaker: Dana Epperson

Availability: National

Appellation: Sonoma County

SRP: \$25

Winemaking & Sourcing: The core blend for this appealing Sonoma County Red Wine pairs the elegance of Merlot with the complexity of Cabernet Sauvignon. Reflecting the character of each growing season and the diversity of our vineyard sources, Decoy has established itself as a wine of distinction.

Tasting Notes: The exceptional 2013 growing season yielded a spectacular Decoy Red Wine filled with alluring layers of cassis, black cherry and plum, as well as hints of baking spice, black licorice and cocoa. On the palate, this wine is weighty and deliciously complex, with refined tannins adding length and focus to a long, satisfying finish.

Key Accolades: v12 90 Pts. *The Tasting Panel*. 10 4 Stars – Excellent, *Restaurant Wine*. v09 4 Stars – Excellent, *Restaurant Wine*. v08 88Pts., *Wine Spectator*.

Recommended Pairings: Rib eye Steak, Aged Parmesan & Asiago cheeses, Mushroom Sauce.

UPC: 669576 01920 7

SCC/Case Code: 20 669576 01920 1

TTB Approval: 14029001000440

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

Alcohol: 13.9%

Formats Available: 750ml