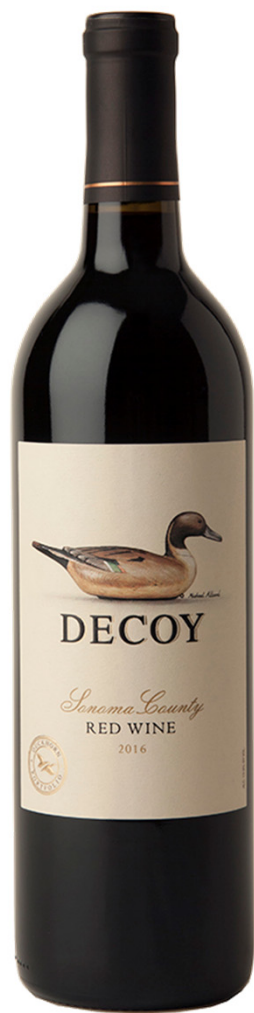


2016 DECOY SONOMA COUNTY RED WINE

The best-selling California Super-Luxury Red Blend!



Composition: 51% Merlot, 23% Zinfandel, 18% Cabernet Sauvignon, 6% Petite Sirah, 2% Petit Verdot

Winemaker: Tyson Wolf

Appellation: Sonoma County

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.

Key Accolades: v14 90 Pts., *Wine Review Online*. v12 90 Pts., *The Tasting Panel*. v10 4 Stars – Excellent, *Restaurant Wine*. v09 4 Stars – Excellent, *Restaurant Wine*.

UPC: 669576 01920 7

SCC/Case Code: 20 669576 01920 1

TTB Approval: 14267-001-000199

Alcohol: 13.9%

Market Trends/Opportunity: Luxury Red Blends category is up +22% vs. PY.

Availability: National

SRP: \$25

Tasting Notes: 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.

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

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

Formats Available: 750ml