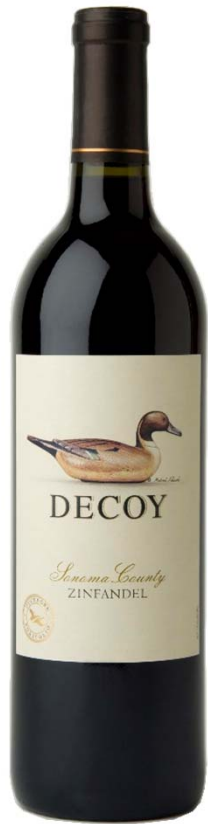


2016 DECOY SONOMA COUNTY ZINFANDEL

Unbelievable quality and value in Sonoma County Zinfandel!



Composition: 93% Zinfandel, 7% Petite Sirah

Market Trends/Opportunity: Zinfandel \$20+ SRP category +3% vs. PY.

Winemaker: Tyson Wolf

Availability: National

Appellation: Sonoma County

SRP: \$25

Winemaking & Sourcing: Decoy Zinfandel allows us to explore this robust and appealing grape as a stand-alone wine. It offers concentration and complexity, while highlighting classic Zinfandel elements. Over half of the grapes are sourced from the Dry Creek, Alexander, and Knights Valleys, and the majority are from 30 to 80 year old vines.

Tasting Notes: 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, highlighting the best of Sonoma County Zinfandel.

Key Accolades: v15 90Pts., *Wine Enthusiast*, v15 90 Pts., *Wine Spectator*. v14 90 Pts., *Wine Spectator*. v14 90 Pts., *The Tasting Panel*. v13 90 Pts., *Wine Enthusiast*. v12 90 Pts., *Wine Enthusiast*. v10 4 Stars – Excellent, *Restaurant Wine*.

Recommended Pairings: Barbecued Beef, Pork, Sausage, Tomatoes, Pepper Sauce.

UPC: 669576 019238

Marquee Accounts: Harrah's, Wine Country Bistro, Mastro's, Metropolitan Grill

SCC/Case Code: 20 669576 01923 2

TTB Approval: 14267-001-000193

Alcohol: 13.9%

Formats Available: 750ml