

2017 DECOY SONOMA COUNTY PINOT NOIR

#2 Selling California Pinot Noir in \$20+ SRP Category!



Composition: 100% Pinot Noir

Market Trends/Opportunity: Pinot Noir
\$15+ SRP is +12% vs. PY.

Winemakers: Tyson Wolf

Availability: National

Appellation: Sonoma County

SRP: \$25

Winemaking & Sourcing: Highlighting a distinctly plush and approachable expression of Pinot Noir, Decoy is crafted to be ready upon release. Over 50% of the grapes are sourced from the Carneros, Russian River Valley and Sonoma Coast regions. These cool-climate areas of Sonoma County are famed for their exceptional Pinot Noirs.

Tasting Notes: Showcasing the vibrant allure of great cool-climate Sonoma County Pinot Noir, this wine displays aromas of strawberry, cranberry and plum that rise from the glass, along with oak-inspired hints of vanilla. The palate is soft and silky, with ripe berry flavors underscored by supple tannins that carry the wine to a bright, focused finish.

Key Accolades: v14 90 Pts., *Wine Enthusiast*. v14 90 Pts., *The Tasting Panel*. v14 90 Pts., *Ken's Wine Guide*. v13 91 Pts., *Wine Review Online*. v13 90 Pts., *The Tasting Panel*.

Recommended Pairings: Grilled Salmon/Tuna, Pork, Ham, Duck, Quail, Mushrooms, Wild Rice, Gruyere, Brie, Truffle Cheese.

UPC: 669576 01922 1

SCC/Case Code: 20 669576 01922 5

TTB Approval: 14267-001-000207

Marquee Accounts: Wine Country Bistro, Sullivan's, Metropolitan Grill, Bridges, XYZ, Donovan's Steak and Chophouse.

Alcohol: 14.1%

Formats Available: 750ml