

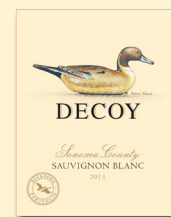
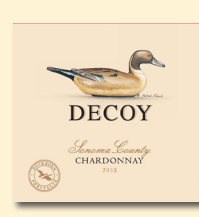
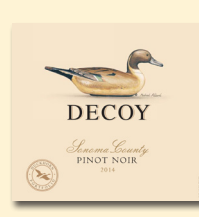
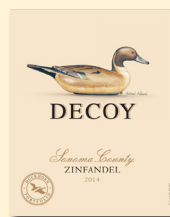
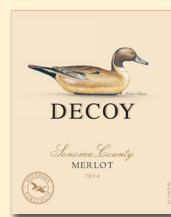
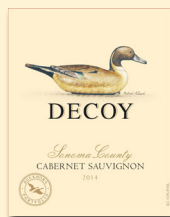
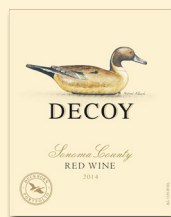


# DECOY®

## BRAND SUMMARY

1000 Lodi Lane, St. Helena, California 94574  
main (707) 963-7108 orders (800) 354-8885  
DecoyWines.com

HISTORY	<p>From its inaugural vintage in 1985 as the companion label to Duckhorn Vineyards, Decoy has evolved to the perfect and comprehensive entry-level luxury brand for the entire Duckhorn Wine Company portfolio.</p> <ul style="list-style-type: none"><li>• Decoy is a collaboration of all Duckhorn Wine Company winemakers</li><li>• Decoy produces high-quality wines at remarkable prices</li><li>• Fruit is sourced from distinguished grower and estate vineyards</li><li>• Decoy's style is approachable yet complex wines that are ready upon release</li></ul>	
BRAND GOAL	To be the #1 \$20+ luxury wine brand, and the “gateway duck” through which consumers trade up to Duckhorn Vineyards and other portfolio brands	
BRAND OBJECTIVES	<ol style="list-style-type: none"><li>1. Expand points of distribution (PODs) by 25% in all markets</li><li>2. Execute promotional features with side stacks/additional shelf and cold box facings</li><li>3. Ensure all suggested pricing guidelines</li><li>4. Achieve 100% National Account program compliance both on- and off-premise</li></ol>	
BRAND ESSENCE	Approachable elegance	
DIFFERENTIATING PROPOSITION	For consumers looking for bright, approachable, accessible California luxury wines from one of the finest American wine producers, Decoy wines over-deliver on Quality-Price Ratio, each representing the finest values in Sonoma County.	
WINES	<i>Reds</i> – Red Blend, Cabernet Sauvignon, Merlot, Zinfandel, Pinot Noir <i>Whites</i> – Chardonnay, Sauvignon Blanc (screw cap)	
PRICING	<i>Reds</i> - \$25.00 front/\$19.99 feature, \$15-18 BTG, \$50-55 BTB <i>Whites</i> - \$20.00 front/\$16.99 feature, \$10-13 BTG, \$40-45 BTB	
FOCUS VARIETALS	Cabernet Sauvignon, Chardonnay, Sauvignon Blanc, Pinot Noir, Merlot	
ESTATE ACRES	130 acres dedicated to Decoy	
COMPETITIVE SET	<i>Cabernet Sauvignon/Merlot/Red:</i> Justin, Robert Mondavi, Franciscan <i>Pinot Noir:</i> La Crema, Frei Brothers, Acacia, Meiomi <i>Chardonnay:</i> Sonoma Cutrer, Ferrari-Carano <i>Sauvignon Blanc:</i> Robert Mondavi, Ferrari-Carano <i>Zinfandel:</i> Seghesio, Rosenblum	
CHANNEL STRATEGY	70% Off-Premise, 30% On-Premise	
KEY ACCOLADES	<i>Sauvignon Blanc:</i> 91 pts. - <i>The Tasting Panel</i> v15 <i>Chardonnay:</i> 89 pts. - <i>Wine Review Online</i> v13 <i>Red Wine:</i> 90 pts. - <i>The Tasting Panel</i> v12 <i>Cabernet Sauvignon:</i> 93 pts. - <i>Cheers</i> v12	<i>Merlot:</i> 90 pts. - <i>The Tasting Panel</i> v14 <i>Zinfandel:</i> 90 pts. - <i>Wine Spectator</i> v14 <i>Pinot Noir:</i> 90 pts. - <i>Wine Enthusiast</i> v14
RETAIL STANDARDS	<ul style="list-style-type: none"><li>• Eye-level shelf placement in varietal sets next to competitive set</li><li>• Decoy Chardonnay and Sauvignon Blanc in the cold box next to competitive set</li></ul>	
ON-PREMISE STANDARDS	<i>Acceptable Examples:</i> 2014 Decoy Sonoma County Cabernet Sauvignon ( <i>PREFERRED</i> ) 2014 Decoy by Duckhorn Sonoma County Cabernet Sauvignon <i>Unacceptable Examples:</i> 2014 Duckhorn Decoy Sonoma County Cabernet Sauvignon	
MERCHANDISING TOOLS	Pole topper display piece, case wraps, case glorifiers, large format bottles, neck hangers and shelf talkers with key accolades, descriptors and food pairings, waitstaff training cards	



## VARIETAL

Red Wine	Cabernet Sauvignon	Merlot	Zinfandel	Pinot Noir	Chardonnay	Sauvignon Blanc
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## VINTAGE

2014	2014	2014	2014	2014	2015	2015
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## WINEMAKER - TYSON WOLF IN COLLABORATION WITH:

Renée Ary	Renée Ary	Renée Ary	Don LaBorde	Michael Accurso-Bo Felton	Bo Felton	Renée Ary
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## APPELLATION

Sonoma County	Sonoma County	Sonoma County	Sonoma County	Sonoma County	Sonoma County	Sonoma County
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## ALCOHOL

13.9%	13.9%	13.9%	13.9%	13.9%	13.5%	13.5%
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## WINE DESCRIPTION

Displaying rich color, soft, seamless tannins and enticing fruit, our Decoy Sonoma County Red Wine offers a lush and appealing expression of Bordeaux-varietal winemaking.	Duckhorn Vineyards has been exploring the complexity of Cabernet Sauvignon since 1978. Decoy Cabernet Sauvignon offers a rich interpretation crafted to be ready upon release.	Duckhorn Vineyards has been crafting exceptional Merlots since 1978. Drawing on our expertise working with this varietal, Decoy Merlot is a lush and inviting wine.	This enticing Sonoma County wine highlights a bright, red-fruit and spice expression of Zinfandel.	Decoy Pinot Noir highlights a plush and approachable expression of Pinot Noir that is crafted to be ready upon release.	Decoy Chardonnay explores the diversity of Sonoma County. Stretching from Cloverdale to Annapolis to San Pablo Bay, it encompasses an array of soil types, elevations, and terroirs, yielding an appealing wine.	Duckhorn Vineyards has been crafting Sauvignon Blanc since 1982. Expanding on this tradition, Decoy allows our team to explore a different expression of this great varietal.
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## TASTING NOTE

Rich and concentrated, this wine reveals lush layers of blueberry, blackberry and sweet rhubarb. Hints of caramel and toasty oak add depth and complexity, while framing the voluptuous fruit, and drawing the flavors to a long, multifaceted finish.	This wine showcases enticing fruit-forward aromas of blackberry, currant and black cherry. On the palate, the lush fruit is balanced by smooth, rich tannins and lovely layers of spice, cocoa and hints of sweet and toasty French oak.	This lush and inviting Merlot displays flavors of ripe blackberry, black cherry and cassis, underscored by hints of sweet spice, cocoa and leather. On the palate, balanced acidity adds poise and elegance, while silky, refined tannins carry the wine to a fruitful and concentrated finish.	This wine captures the alluring essence of Sonoma County Zinfandel with its layers of blueberry, blackberry and cassis that are underscored by an elegant structure of supple, refined tannins, balanced acidity and a hint of juicy sweetness and toasty oak.	This vivid and alluring wine displays a beautiful bouquet of fresh-picked strawberry, raspberry and blackberry, with hints of violet and white pepper. On the palate, the tannins are soft and silky, carrying the wine to a long, ripe berry finish.	This bright and alluring Chardonnay offers abundant layers of citrus, white peach, and melon, as well as hints of honeysuckle. On the palate, lovely pure fruit notes are underscored by crisp acidity and a lovely supple quality from sur lie aging.	This vivid and enticing wine offers bright, stone fruit flavors of nectarine and apricot, as well as lovely notes of honeydew, lemongrass and grapefruit. On the palate, refreshing acidity mingles with a subtle sweetness that carries through to a fresh, lively finish.
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