



THE DUCKHORN PORTFOLIO ANNOUNCES 3-YEAR PARTNERSHIP AS THE OFFICIAL WINE PARTNER OF THE ACADEMY OF COUNTRY MUSIC AWARDS

The Duckhorn Portfolio will be represented by Duckhorn Vineyards, Decoy and Sonoma-Cutrer at this year's 60th Academy of Country Music Awards hosted by Reba McEntire

ST. HELENA, Calif. – March 18, 2025 – The Duckhorn Portfolio, America's premier luxury wine company, announced today that it has entered into a three-year partnership as the official wine partner of the Academy of Country Music (ACM) Awards. The Duckhorn Portfolio will be represented by Duckhorn Vineyards, Decoy and Sonoma-Cutrer at this year's events. 2025 is a landmark year for the Academy, which is celebrating 60 years as the longest-running Country Music Award show and serving as a powerhouse advocate for Country fans, artists and all facets of the business. The 60th ACM Awards, hosted by entertainment icon Reba McEntire, will stream live to a global audience on Prime Video on Thursday, May 8, from Ford Center at The Star in Frisco, Texas.

“As The Duckhorn Portfolio approaches our 50th anniversary next year, we are thrilled to partner with the Academy to mark the milestone 60th Academy of Country Music Awards,” said CEO Robert Hanson. “Country Music holds an important place in the hearts of many of our customers, and just like great wine, it has a powerful way of bringing people together. We are proud to begin this three-year partnership to help celebrate the best in Country music with the finest American wines.”

Country Music is currently experiencing its biggest boom in 30 years. In 2024, in addition to record-breaking concert attendance, Country Music was the fastest-growing genre in the U.S., including a 23.5% growth in streaming, according to data-tracker Luminate, which was nearly double the growth rate of the industry as a whole.

Drawing from an iconic lineup of wineries that also includes Kosta Browne, Goldeneye, Paraduxx, Calera, Migration, Postmark, Canvasback and Greenwing, The Duckhorn Portfolio will be showcasing wines from Duckhorn Vineyards, Decoy, and Sonoma-Cutrer at the ACM Awards. As the ACM's official wine partner, The Duckhorn Portfolio's acclaimed wines can be enjoyed at all marquee events, including the ACM Kickoff event for upwards of 8,000 attendees, the 60th Anniversary Gala, the VIP Pre-Show Reception, on the Red Carpet, during the Awards, and at the Official After Party.

“At the ACM, we like to think Country Music ages like a fine wine, so this partnership with The Duckhorn Portfolio couldn't be more fitting,” said ACM CEO Damon Whiteside. “This is a

group of wines already enjoyed by so many in the Country Music industry and fans of the genre. We're honored to have them on board for our 60th anniversary, and we look forward to celebrating their 50th with them next year!"

About The Duckhorn Portfolio, Inc.

The Duckhorn Portfolio is North America's premier luxury wine company, with eleven wineries, ten state-of-the-art winemaking facilities, eight tasting rooms and over 2,200 coveted acres of vineyards spanning 38 Estate properties. Established in 1976, when vintners Dan and Margaret Duckhorn founded Napa Valley's Duckhorn Vineyards, today, our portfolio features some of North America's most revered wineries, including Duckhorn Vineyards, Decoy, Sonoma-Cutrer, Kosta Browne, Goldeneye, Paraduxx, Calera, Migration, Postmark, Canvasback and Greenwing. Sourcing grapes from our own Estate vineyards and fine growers in Napa Valley, Sonoma County, Anderson Valley, California's North and Central coasts, Oregon and Washington State, we offer a curated and comprehensive portfolio of acclaimed luxury wines with price points ranging from \$20 to \$230 across more than 15 varietals and 39 appellations. Our wines are available throughout the United States, on five continents, and in more than 50 countries around the world. To learn more, visit us at duckhornportfolio.com.

About the Academy of Country Music:

Founded in Southern California in 1964 as a regional trade organization, the ACADEMY OF COUNTRY MUSIC (ACM) has grown in the 60 years since into a leading association for the Country Music industry. Headquartered in Nashville, TN and boasting record-high membership of more than 5,000 worldwide, the Academy serves as a powerhouse advocate for Country fans, artists, and all facets of the business, as well as a supporter of philanthropic work through charitable partner ACM LIFTING LIVES, dedicated to improving lives through the power of music and providing aid in times of need, with a focus on health initiatives. 2025 is a landmark year for the Academy with the 60th ACM Awards, hosted by entertainment icon Reba McEntire, returning to the world headquarters of the Dallas Cowboys in Texas for a third consecutive year and streaming live for a global audience on Prime Video. The Academy also remains relentlessly committed to creating a more inclusive environment for underrepresented groups in Country Music, from the boardroom to the stage, and proudly presents ACM LEVel Up, a two-year professional development and enrichment curriculum for rising leaders, among other initiatives. For more information, visit ACMCountry.com or ACMLiftingLives.org.