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DECOY UNVEILS DEBUT VINTAGE OF DECOY LIMITED PASO ROBLES CABERNET SAUVIGNON

PASO ROBLES, Calif. – July 15, 2024 – Decoy is excited to announce the release of its inaugural 2022 Decoy Limited Paso Robles Cabernet Sauvignon. This new Decoy Limited offering builds on ten years of experience working with Paso Robles Cabernet Sauvignon and the 2022 acquisition of a 289-acre estate vineyard in the San Miguel District sub-appellation. Made using grapes from top vineyard sources and Decoy’s own estate properties, Decoy Limited wines are crafted by Winemaker Dana Epperson as a selection of her favorite blocks and lots each vintage. The new wine is the first Decoy offering from the critically acclaimed Paso Robles appellation—one of the most dynamic and fastest-growing wine regions in California. The debut 2022 Decoy Limited Paso Robles Cabernet Sauvignon, which begins shipping nationally today, will be released at a suggested retail price of \$30 and is available online at DecoyWines.com.

“We began sourcing grapes from Paso Robles for Decoy in 2015 and immediately fell in love with the quality and character of the region’s Cabernet Sauvignon,” said Epperson. “Over the past decade, we have worked to put down meaningful roots in Paso Robles by establishing a Central Coast viticultural team, a Central Coast winemaking team and acquiring an estate vineyard to provide us with a mix of both grower and estate grapes in the region. We have also focused on developing a greater understanding of the eleven unique Paso Robles sub-AVAs and what makes each one special. The 2022 Decoy Limited Paso Robles Cabernet Sauvignon is the culmination of all these efforts.”

In addition to using grapes from Decoy’s estate vineyard, Epperson and her team, which includes Central Coast Winemaker Katie Povah, sourced grapes for the 2022 Decoy Limited Paso Robles Cabernet Sauvignon from the Adelaida, Creston, Estrella and Templeton Gap sub-AVAs. “From the dark berry and savory notes of the cool Templeton Gap region to the blue fruit layers of the Adelaida District to the structure and red fruit flavors of Creston and Estrella AVAs, each region brings something distinct to the final wine. The result is a beautifully lush and complex wine that embodies the Decoy Limited style while highlighting the power and complexity of great Paso Robles Cabernet Sauvignon.”

Based on data from Circana for the 52-week period ending 5/12/24, Paso Robles is currently the second largest appellation for luxury Cabernet Sauvignon, making up 21.5% of dollar sales, and

is seeing the third largest growth in dollar sales (11%). As a region, Paso Robles is also seeing the largest growth in dollar sales across all varieties over the last 52 weeks (12.4% growth) and is currently the fifth largest appellation by dollar sales.

“There is a reason why Paso Robles has the most Cabernet Sauvignon acreage of any California appellation outside of Napa Valley. Not only are the wines phenomenal, but they also offer Cabernet lovers exceptional value for their quality and character,” added Epperson. “The local winemaking community has done an amazing job of building global awareness for the region. With our new Decoy Limited offering, we are proud to add our voice to the celebration of Paso Robles and its wines.”

Media samples are available upon request.

About Decoy

Established in 1985, Decoy is recognized for producing attractively priced wines from exceptional vineyard sources, including Decoy’s own Ridgeline and Brownell estate vineyards in the Alexander Valley. The winemaking program at Decoy is guided by acclaimed Winemaker Dana Epperson, who is an expert at working with multiple grape varieties. The Decoy lineup includes a Red Blend, Cabernet Sauvignon, Merlot, Zinfandel, Pinot Noir, Chardonnay and Sauvignon Blanc, as well as a California Rosé and Brut Cuvée. In 2020, Decoy unveiled Decoy Limited, a tier of Limited-production wines made from special lots sourced from California’s most prestigious wine regions.

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.