



DECOY

## Premium wine that dares to be different

Decoy began in 1985 as a single Napa Valley Red Blend made by the Duckhorn family, offered only to customers who were in-the-know. Since then, Decoy made a name for itself by setting new standards for quality at an accessible price point. It is this daring spirit that has earned us a place on tables across America as the #1 selling premium Cabernet, Sauvignon Blanc and Merlot and Top 10 Pinot Noir and Chardonnay.<sup>1</sup>



### Our Winemaking

Winemaker **Dana Epperson** joined the Decoy team in 2014, bringing years of experience in enology and grower relations from her time at Edna Valley Vineyards and Artesa. Dana is in constant pursuit of a winemaking style that lets the region and fruit speak for itself. Her hands-on – but always light-touch – approach creates classic, balanced wines true to The Duckhorn Portfolio style.

### Focus Varietals

Cabernet Sauvignon

Sauvignon Blanc

Chardonnay

Pinot Noir

### Differentiators

- **Stands out on shelf:** Multiple Top 5 selling varietals in their price category and #1 Sales Per Point of Distribution in \$15+<sup>2</sup>
- **Breadth:** A varietal for every customer preference, all with the Decoy stamp of quality
- **What's inside:** Premium estate sourcing (700 + dedicated acres) from our Brownell, Ridgeline, and Paso Robles vineyards in addition to partnerships with top growers

### Innovation

Decoy Featherweight brings Decoy's quality touch to the lower-in-calorie and lower-in-alcohol segment. The Sauvignon Blanc and Chardonnay, both made from the same base wine as our Core wines, are fan favorites for their no-compromises approach to flavor and texture.



<sup>1</sup>. Circana, \$15+ Domestic Wine, 52 Weeks Ending 09-01-2024; <sup>2</sup>. Circana, \$15+ Domestic Wine, 12 Weeks Ending 09-01-2024



DECOY

## Wines & Pricing

### Reds

Cabernet Sauvignon  
Pinot Noir  
Merlot  
Red Blend  
Zinfandel

### Whites

Sauvignon Blanc  
Chardonnay  
Featherweight Sauvignon Blanc  
Featherweight Chardonnay

### Other

Rose  
Brut Cuvée

\$25 SRP / \$20.99 TPR

\$20 SRP / \$17.99 TPR

Merlot/Red/Zin \$11 BTG  
Cab/Pinot \$12 BTG

White Wines & Rose \$10 BTG  
Brut Cuvee \$14 BTG

## Objectives

1. Drive growth of Decoy Cabernet via expanded distribution, new BTG placements and increased displays in retail
2. Continue to accelerate growth of Decoy Sauvignon Blanc and Chardonnay with cold box placement
3. Gain points of distribution for Decoy Featherweight with introduction of Chardonnay

## Competitive Set

Josh Reserve

Meiomi

La Crema

Daou

Austin

## Retail Standards

- Eye-level shelf placement in varietal sets next to competitive set
- Decoy Chardonnay and Sauvignon Blanc in the cold box next to competitive set

## On Premise Standards

### Acceptable:

2019 Decoy Chardonnay (preferred)  
2019 Decoy by Duckhorn Chardonnay

### Unacceptable:

2019 Duckhorn Decoy Chardonnay