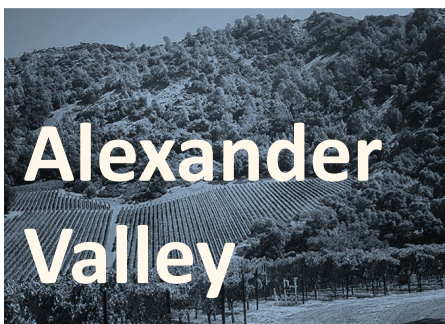


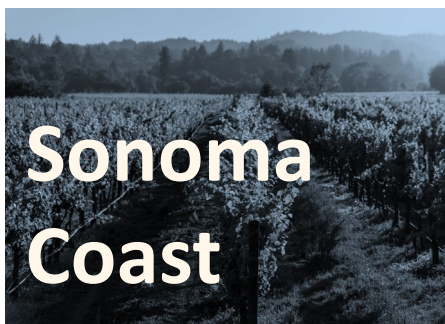
The next level of Decoy, from standout regions

Decoy Limited was launched in 2018 to advance the Decoy mission of making exceptional wines within reach. Each Decoy Limited wine highlights winemaker Dana Epperson's favorite selections from renowned California appellations: Sonoma Coast, Alexander Valley and Paso Robles. These carefully chosen lots are celebrated for their expressiveness and authenticity, capturing the unique character of their respective regions.

Our Roots



Dana's favorite region for Merlot and Cabernet Sauvignon, bringing structure, intensity and a hint of rusticity. Decoy's valley-floor Brownell and high-elevation Ridgeline estate vineyards can be found here.



Vineyards across the River Valley, Carneros and the Petaluma Gap provide Dana the ideal mix of concentrated flavors and bright acidity. Decoy's Running Creek estate vineyard is core to our Sonoma Coast program.



This wild and rustic landscape is an emerging favorite for its powerful and complex Cabernets. Notably different sub-AVAs, including San Miguel where Decoy's estate vineyard resides, give Dana a broad palette to create with.

Differentiators

- Driving growth: Decoy Limited is growing 16% and includes the #1 Pinot Noir and the #3 Cabernet and Merlot \$25+¹
- Brand status drives trade-up: Consumers are flocking to known brands like Decoy. Decoy Limited give retailers and consumers an opportunity to trade-up, delivering greater basket rings.
- Award winning: Decoy was named a 2023 Impact Hot Prospect Brand for its incredible success since launch.

1. Circana, \$25+ Domestic Wines, 52 Weeks Ending 9-29-24



Wines & Pricing

Sparkling Brut Rose

Alexander Valley
Cabernet Sauvignon
Red Blend
Merlot

Sonoma Coast
Chardonnay
Pinot Noir

Paso Robles **NEW**
Cabernet Sauvignon

\$25 SRP / \$19.99 TPR Chardonnay
\$30 SRP / \$24.99 TPR Red Wines & Sparkling

Chardonnay \$12 BTG / Red Wines & Sparkling \$18 BTG

Competitive Set

Daou

Justin

Hess Allomi

La Crema

Retail Standards

- Eye-level shelf placement in varietal sets next to competitive set

On Premise Standards

Acceptable:

2019 Decoy Limited Sonoma Coast Chardonnay (preferred)

2019 Decoy Ltd. Sonoma Coast Chardonnay

Unacceptable:

2019 Decoy Sonoma Coast Chardonnay

2019 Limited Edition Decoy Chardonnay

2019 Duckhorn Decoy Sonoma Coast Chardonnay