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THE DUCKHORN PORTFOLIO UNVEILS DECOY FEATHERWEIGHT SAUVIGNON BLANC

The launch of Featherweight Sauvignon Blanc marks Decoy’s entry into the quickly growing lower-in-calorie, lower-in-alcohol wine category.

Napa, CA (January 24, 2024) Today, The Duckhorn Portfolio is excited to announce the launch of Decoy Featherweight Sauvignon Blanc, which has 80 calories per five-ounce serving and an alcohol content of 9%. The unveiling of Featherweight builds on The Duckhorn Portfolio’s 40+ year history of crafting acclaimed Sauvignon Blanc. Based on Circana data for the 52-week period ending on 12/24/23, Decoy currently produces the #1 \$15+ domestic Sauvignon Blanc in the U.S. off-premise luxury category. In recent years, the global no-alcohol and lower-in-alcohol market has grown materially, rising from \$8 billion in 2018 to \$11 billion in 2022, with IWSR data projecting 27.4% CAGR growth for the category through 2027. The inaugural 2023 Decoy Featherweight Sauvignon Blanc is line-priced with the Decoy California Sauvignon Blanc at an SRP of \$20. It begins shipping nationally today and is available online at DecoyWines.com.

To establish a new benchmark for quality in the lower-in-calorie/lower-in-alcohol wine category, the debut 2023 Featherweight was made from the same blend of premium grapes as the category-leading Decoy California Sauvignon Blanc. “Our goal for Featherweight was to create a wine with all the delicious character and charm of our Decoy bottling that was lower-in-calories and lower-in-alcohol,” said Decoy Winemaker Dana Epperson. “Sauvignon Blanc is a grape that we know and love, with a rich tradition at The Duckhorn Portfolio, and we are tremendously proud of Featherweight. Beautifully crisp and vibrant, with enticing layers of citrus and tropical fruit, it is an extremely versatile wine that will inspire new and exciting moments for wine lovers.”

“With the rising interest in lower-in-calorie and lower-in-alcohol wines, the category achieved just over \$1.12 billion in domestic sales last year,” said The Duckhorn Portfolio’s Interim President, Chief Executive Officer and Chairperson, Deirdre Mahlan. “As the #1 luxury wine brand in the U.S., Decoy’s entrance to this important and growing category was a natural evolution. It will introduce Decoy to a new audience of consumers who are engaging with wine on different occasions and in different ways. By combining Decoy’s quality and premium grape sourcing with the innovative spirit of our winemaking team, we believe Featherweight represents an exciting new addition to the lower-in-alcohol category.”

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

The Duckhorn Portfolio is North America's premier luxury wine company, with ten winery brands, nine state-of-the-art winemaking facilities, seven tasting rooms and over 1,100 coveted acres of vineyards spanning 32 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, Paraduxx, Goldeneye, Migration, Canvasback, Calera, Kosta Browne, Greenwing and Postmark. Sourcing grapes from our own Estate properties and fine growers in Napa Valley, Sonoma County, Anderson Valley, California's North and Central Coasts, Oregon, Washington State and Burgundy, we offer a curated and comprehensive portfolio of acclaimed luxury wines with price points ranging from \$20 to \$230 across more than 15 varieties and 39 appellations. Our wines are available throughout the United States, on five continents, and in more than 50 countries around the world.

