

EST.  1976

DUCKHORN®  
PORTFOLIO

Levy

November 2022 LTO Deck

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THE STANDARD FOR AMERICAN FINE WINE

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# THE DECOY CONSUMER

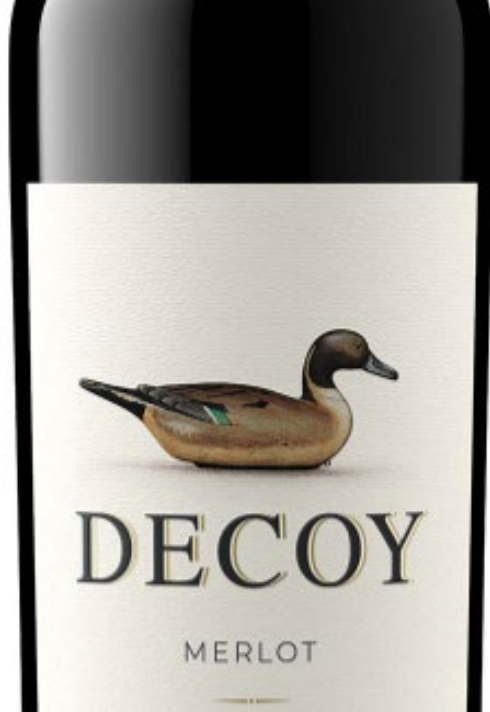
Compared to the average wine consumer, the Decoy consumer is 71% more likely to be a committed sports fan and 23% more likely to be an avid sports fan.

The Decoy consumer watches the following sports more often than the average wine consumer...

- College Basketball: 94% more
- College Football: 69% more
- NBA: 47% more
- MLB: 34% more
- NFL: 23% more

# OPENING DAY MARCH 30<sup>TH</sup> - WALK OFF WITH DECOY MERLOT

- Opening Day is schedule for March 30<sup>th</sup> and ALL MLB teams are participating
- Branded Opening Day 2023 Souvenir Go Vinos that fans can take home
- Fans receive commemorative Go Vino with purchase of bottle of wine
- Like the beer souvenir commemorative cups



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# JACKIE ROBINSON DAY SATURDAY APRIL 15<sup>TH</sup>

- All MLB Teams playing on April 15th to honor Jackie Robinson
- Branded #42 Souvenir Go Vinos that fans can take home
- Fans receive commemorative Go Vino with purchase of bottle of wine



# MAKE THE BAT QUACK- WITH WINE AND CHEESE

- What is better than Baseball, Wine and Cheese! Join Levy for Cheese and wine pairings Suite Style.
- Add packages for suites that pair wines with cheeses during games/event nights
- Can also sell as a packaged box available to purchase with a glass of wine at concessionaire stands on the suite level

