# Duckhorn Portfolio partners with ACM Awards during country music's resurgence



The Duckhorn Portfolio, a significant entity within the premium Californian wine market, has solidified its position by entering a strategic partnership as the official wine partner of the Academy of Country Music (ACM) Awards. This collaboration, which unfolds during the ACM's 60th anniversary celebration on 8 May at the Ford Center in Texas, comes shortly after the brand was acquired by Butterfly Equity for US$1.95 billion, ensuring its transition into a privately owned entity.

This partnership marks a decisive move for Duckhorn, under the leadership of newly appointed CEO Robert Hanson, whose tenure commenced in February 2025. Within a month of taking the helm, Hanson initiated this collaboration, which aligns Duckhorn wines with not only a thriving music genre but also a consumer base characterised by increasing disposable income.

The ACM, experiencing its "biggest boom for 30 years" according to Hanson, highlights the genre's rapid growth. According to data from Luminate, country music saw a remarkable 23.5% increase in streaming last year, making it the fastest-growing music genre in the United States. The partnership with the ACM allows Duckhorn to engage with this expanding audience, further stating, "Country music holds an important place in the hearts of many of our customers, and just like great wine, it has a powerful way of bringing people together," said Hanson.

Duckhorn's wines, specifically from its Decoy, Duckhorn Vineyards, and Sonoma-Cutrer brands, are set to be featured prominently throughout the ACM Awards. More than 8,000 attendees and a global audience estimated at over 7.7 million, thanks to live streaming via Prime Video, will experience the brand at various points during the event, including the red carpet arrivals, official receptions, and at the post-show celebrations.

The strategic implications of this partnership are significant. The involvement of Duckhorn at multiple touchpoints during a high-profile event positions its products directly in front of a demographic known for their engagement and spending capacity. Moreover, Damon Whiteside, CEO of the Academy of Country Music, has expressed enthusiasm about the collaboration, remarking, "This is a group of wines already enjoyed by so many in the country music industry and fans of the genre."

Despite the promising nature of this partnership, Duckhorn faces challenges. Prior to the acquisition, the company encountered declining revenues, with a reported 5.2% decrease year-on-year for the first quarter of 2024, and sales volumes down 4.6%. This is a stark contrast to a 9.2% increase reported the previous year. However, Hanson’s strategy to further drive brand visibility through targeted partnerships may bolster sales and address the previous downturn.

As Duckhorn aligns itself within the luxury sector of the market, with prices ranging from US$20 to US$230 per bottle, the ACM partnership signifies a potentially lucrative avenue to rejuvenate sales while enhancing its brand presence within a booming demographic. The forthcoming events will serve as a litmus test for Hanson’s ambitious marketing strategies and the potential ripple effect of the partnership on overall sales performance.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.anaplan.com/customers/duckhorn/> - This URL supports the strategic and operational capabilities of The Duckhorn Portfolio, highlighting its use of Anaplan for business planning and analytics, which could be crucial in managing partnerships and brand visibility.
* <https://www.duckhornwineshop.com/Wine-Clubs/Portfolio-Collection-Wine-Club> - This URL provides insight into Duckhorn's wine offerings and customer engagement strategies, such as wine clubs, which align with its luxury market positioning.
* <https://www.acmcountry.com/partners> - This URL highlights the Academy of Country Music's partnerships, which could include details on how brands like Duckhorn engage with the ACM, supporting the claim of Duckhorn's partnership with the ACM Awards.
* <https://www.noahwire.com> - This URL is the source of the original article, providing context for the partnership between Duckhorn and the ACM Awards, as well as the strategic implications of this collaboration.
* <https://www.luminate.com/> - Luminate provides data on music streaming trends, which could support the claim of country music's rapid growth, aligning with the strategic rationale behind Duckhorn's partnership with the ACM.
* <https://www.primevideo.com/> - This URL supports the claim of live streaming via Prime Video for the ACM Awards, highlighting the potential global audience reach for Duckhorn's brand exposure.
* <https://www.thedrinksbusiness.com/2025/03/duckhorn-aligns-itself-with-country-music-in-major-move/> - Please view link - unable to able to access data