STELLA ROSA Naturals SPARKLING

CRANBERRY

NON ALCOHOLIC

ENJOY CHILLED

NO ADDED PRESERVATIVES

VEGAN FRIENDLY

GLUTEN FREE

STELLABRATE ANYTIME

Stella Rosa® Naturals is driving growth in the booming Non Alcoholic wine category, outperforming competitors and bringing incremental value to shelves.

Stella Rosa® is a **TOP RECRUITMENT** brand, bringing more loyal & valuable shoppers to the wine category.†

#1 FLAVORED WINE BRAND

Source: NIQ; Total US xAOC; Latest 52 weeks ending 6/27/26

This category has doubled **OVER 3 YEARS**

The Non-Alcoholic Wine category is expanding rapidly, reaching

$95M

in the U.S. off-premise market, with double-digit growth:

+24% GROWTH VS. 1 YR AGO
+54% GROWTH VS. 2 YRS AGO
+86% GROWTH VS. 3 YRS AGO

Nielson IQ; Total US xAOC + Liquor Open State + Conv; Latest 52 weeks ending 3/8/25

Stella Rosa® is the **3RD LARGEST BRAND** in the Non-Alcoholic Wine category.

Nielsen IQ; Total US xAOC; Latest 52 weeks ending 10/19/24

SEMI-SWEET SEMI-SPARKLING WITH NOTES OF CRANBERRY

Stella Rosa® Naturals Sparkling Cranberry is a proprietary blend of several grape varietals including Moscato D'Asti and Brachetto, infused with natural cranberry flavor that makes this non-alcoholic beverage truly unique.

Stella Rosa® Is Growing The Wine Category **25%** OF CONSUMERS ARE NEW TO WINE

MADE IN ITALY
ENJOY CHILLED

Primary Grape Variety:	Moscato D'Asti & Brachetto
Country of Origin:	Italy
Residual Sugar:	9%
Real Fruit Blend Attributes:	Cranberry
Fermentation Method:	Charmat Style pressurized tanks

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