



BLUEBERRY



ENJOY
CHILLED



NO ADDED
PRESERVATIVES



LOW
ALCOHOL



GLUTEN
FREE

STELLA ROSA® POWERS GROWTH

Stella Rosa® drives stronger loyalty and delivers significant value, boosting category performance and shopper engagement.

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



8 SKUs ranked in the
TOP 100 WINES
in our price segment.

Source: NIQ; Total US xAOC, Dollar Sales, 750ml,
\$10-14.99, Latest 52 weeks ending 1/11/2025

Stella Rosa®
is the top imported
wine brand with
\$309M
in sales.

Source NIQ; Total US xAOC
Latest 52 Weeks w/e 01/11/25

**SEMI-SWEET
SEMI-SPARKLING
WITH NOTES OF
BLUEBERRIES**

Primary Grape Variety:

Country of Origin:

Alcohol:

Residual Sugar:

Real Fruit Blend Attributes:

Fermentation Method:

Brachetto

Italy

5%

10%

Blueberry

Charmat Style pressurized tanks



**Stella Rosa
Buyer**

vs.

**Average Wine
& RTD Buyer**

Average Annual Wine & RTD Trips

22.0 18.5

Average Annual Wine & RTD Spend

\$438 \$395

Average items in Wine & RTD Basket

10.6 9.6

†Numerator Insights, Point of Entry Report, Point of Entry
Buyers n=15372, Stella Rosa Point of Entry Buyers n=975,
12 Months Ending 7/31/2024

Stella Rosa® Blueberry

is a proprietary blend of several red grape varietals including Brachetto, infused with natural flavors of blueberry. This wine provides notes of jammy dark berries, bursting on the palate and begging to be paired with any celebration.



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

Source: Numerator Insights-Brand
Diagnostics and New Buyers Analysis P12ME
12/31/2024

**MADE IN ITALY
ENJOY CHILLED**

RIBOLI FAMILY WINES

STELLAROSAWINES.COM

For more information, please contact
your local sales representative