



Stella Rosa® is Growing The Wine Category

27%

OF CONSUMERS ARE NEW TO WINE

108

BOTTLES OF STELLA ROSA® ARE SOLD PER MINUTE



STELLA ROSA® BLACK LUX

The Total **Sparkling Wine Category**

(Champagne included) accounts for

\$1.5B and is up **2.3% YTD**

Nielsen, Total USXAO, 52 weeks ending 6-10-23



Segments between **\$15-49.99** **ALL SHOW GROWTH.**

Together, **\$15-49.99** is up **10.0%.**

Nielsen, Total USXAO, 52 weeks ending 6-10-23

STELLA ROSA® (+2.2M) contributes

46.4%

to the category's growth.

Nielsen Discover; Latest 52 weeks ending 4-22-23; Total US xAOC

Stella Rosa® Black Lux is a naturally sparkling wine produced from the Brachetto grape in northwestern province of Piedmont. This semi-sweet sparkling wine bursts with notes of blackberry, blueberry, and raspberry, begging to be paired with any celebration.



Primary Grape Variety:
Country of Origin:
Alcohol:
Residual Sugar:
Real Fruit Blend Attributes:
Fermentation Method:

Brachetto
Italy
6.5%
10%
Blackberry, Blueberry, and Raspberry
Charmat Style pressurized tanks