

THE SPIRIT OF STELLA ROSA®

70

70 PROOF

35%

35% ABV



ITALIAN IMPORT



SMALL BATCH



ENJOY CHILLED
OR MIXED



100% NATURAL

STELLA ROSA®

PREMIUM IMPORTED BRANDY

UNIQUE FLAVOR PROFILES MEANT TO DRIVE GROWTH

Stella Rosa® is the

Brandy is a **POWERFUL** segment with

#1 Brandy Brand

In the \$25-\$34.99 segment

\$1.2B

In sales in the
Brandy/Cognac category

Source: NielsenIQ: Total US x AOC + Liquor + Convince; Latest 52 weeks ending 3-2-24

BREAKING THROUGH A MALE-DOMINATED CATEGORY

Use Stella Rosa's brand equity to introduce Brandy to Stella Rosa® loyalists,
who are **90% FEMALE**, to drive category growth.

Females are an untapped demographic with an interest in dark spirits.

Market: Total US MULO, Time period: Latest 52 weeks ending 6-11-23



STELLA ROSA®
SMOOTH BLACK
BRANDY

Juicy flavors of
blackberry, blueberry,
and raspberry



0 87872 63000 9



STELLA ROSA®
HONEY PEACH
BRANDY

Inviting silky smooth
essences of honey and
peaches



0 87872 63001 6



STELLA ROSA®
TROPICAL PASSION
BRANDY

Tropical notes of
passion fruit, mango,
and pineapple



0 87872 63002 3



STELLA ROSA®
BUTTER TOFFEE
BRANDY

Toffee, nutmeg,
and brown sugar



0 87872 63301 7

STELLA ROSA®

PREMIUM IMPORTED BRANDY

REVOLUTIONIZING

The Brandy Category with Innovative Marketing



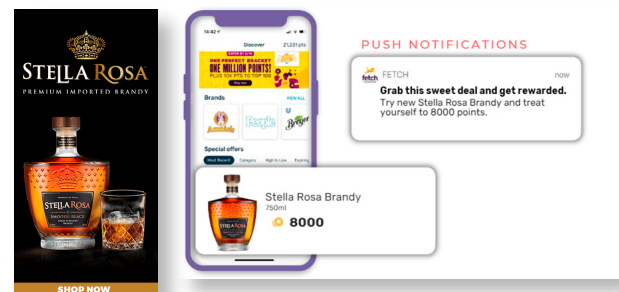
Case Cards



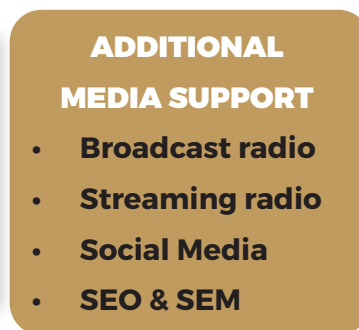
Case Tucker



Posters and more...



Brandy Geo Fence Ad / Display Ad / Spotify / Streaming Radio



Rack 4 Tier



Case Sleeve

2.4B

earned media
(PR) impressions
May 2023-May 2024

285M+

impressions
on media outlets

44%



increase in social media
followers in the last 6 months

2.8M

consumers reached on
E-COMMERCE ADS
in 2022



10M

Consumers
reached on

Social Media

*Jan-June 2023

iHeart
RADIO

pandora

hulu

BET★