



3 MONTHS
AGED IN OAK



100% ALL NATURAL
INGREDIENTS



GLUTEN FREE



11% ABV

STELLA ROSA® V.S. (VERY SPECIAL) PROSECCO D.O.C.

STELLA ROSA® PREMIUMIZES THE PROSECCO CATEGORY



GOLD V.S. ROSÉ V.S.
750ml

Prosecco is a
\$484M
CATEGORY
that is up
12.5%

27.9%

of Prosecco's
yearly sales are made

NOV. & DEC.

(2019-2022 average)



Primary Grape Variety: Glera
Alcohol: 11%
Residual Sugar: 12%
Notes: Green Apple & Grapefruit

The **Prosecco DOC Treviso V.S.** has a uniquely elegant perlage, with notes of green apple, grapefruit, and honey. It also has a pronounced aroma of acacia and elderflowers.



Primary Grape Variety: Glera 85% & Pinot Noir 15%
Alcohol: 11%
Residual Sugar: 12%
Notes: Rose petals & Strawberry

The **Prosecco Rosé DOC Treviso V.S.** is slightly drier than the white varietal, as fermentation is a longer process and takes place at a lower temperature. The addition of a small amount of ripe Pinot Noir to the blend adds a hint of wild strawberry character to the wine. It's also more floral in characteristic than our current Prosecco Rosé.

Prosecco \$25-29.99 is up **414.9%** the fastest growing segment (by rate).

*Majority of \$ in this segment is done by **Stella Rosa V.S.**

As of calendar year 2022, **PROSECCO** accounts for

31.1% of Total Sparkling Category's \$ share.

Source: Nielsen Total US XAOC Latest 52 weeks ending 6-10-23

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® *Elevates the Holidays*

STELLA ROSA®

V.S. COLLECTION



- Available in two varietal offerings
 1. Prosecco DOC Treviso
 2. Prosecco Rosé DOC Treviso
- Limited production launch
- Premium Specialty packaging - painted with a glossy varnish finish
- Drier & fuller-bodied than existing Prosecco / Prosecco Rosé items.



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**EACH BOTTLE IS
ELEGANTLY WRAPPED
& PACKAGED.**