



STELLA ROSA®

PREMIUM IMPORTED SPIRITS



CRAFTED FROM ITALIAN TRADITION.
BUILT FOR MODERN FLAVOR.

LEVERAGING OVER 100 YEARS OF SUCCESS IN THE WINE BUSINESS TO DRIVE BROWN SPIRIT GROWTH

1

Stella Rosa is one of the most powerful wine brands in the U.S.

- #2 Imported Italian Wine Brand
- #2 Italian Wine Brand
- #1 Flavored Wine Brand

2

Stella Rosa is a gateway brand, with over 25% of Stella Rosa buyers being new to both wine and spirits, creating an opportunity for incremental growth in the brown spirits.

3

Stella Rosa leads the wine category in loyalty, capturing 29% total loyalty share.

4

The Riboli Family invests more than any manufacturer in marketing to drive consumer awareness and purchase.

STELLA ROSA IS THE #2 IMPORTED WINE IN THE US.

NIQ; Total US xAOC; Latest 52 weeks ending 12/27/25

WHY STELLA ROSA SPIRITS MATTERS TODAY

Stella Rosa has successfully expanded beyond wine, bringing its flavor-forward innovation into premium spirits categories.

\$551M
BRANDY CATEGORY

#1 SUPER-PREMIUM
FLAVORED BRANDY

\$551M
CREAM CORDIAL
CATEGORY

\$19M+
BRANDY SALES

2.2M CASES OF
CREAM LIQUEUR
SOLD ANNUALLY

CREAM LIQUEUR
+1,354%
GROWTH

STELLA ROSA SPIRITS STORY

Stella Rosa's Expansion into Spirits

Building on the success of Stella Rosa® Wines, the Riboli Family expanded the brand into premium spirits to bring the same spirit of innovation, flavor, and Italian craftsmanship to a new category.

Inspired by Stella Rosa's signature fruit-forward style, Stella Rosa® Spirits was created to deliver bold, expressive flavors that feel approachable yet indulgent. The brand's entry into spirits reflects the same philosophy that shaped Stella Rosa Wines — combining tradition with modern tastes to create products that feel vibrant, social, and easy to enjoy.

From flavored brandies to rich cream liqueurs, Stella Rosa® Spirits embraces flavor as the centerpiece of the experience, offering distinctive profiles designed for cocktails, celebrations, and after-dinner moments.

Crafted from Tradition, Leading Innovation

Like Stella Rosa® Wines, Stella Rosa® Spirits is rooted in Italian heritage while embracing contemporary consumer preferences. The portfolio blends premium ingredients, distinctive flavors, and creative craftsmanship to produce spirits that feel both elevated and accessible.

Stella Rosa® Spirits represents the next chapter in the brand's evolution — extending its passion for flavor, culture, and celebration beyond wine and into a new world of indulgent spirits.

By combining Italian tradition with modern creativity, Stella Rosa® continues to push boundaries and redefine how consumers experience flavor. Stella Rosa® Spirits proves that Stella Rosa® is more than a brand — it's a lifestyle built around celebration, connection, and enjoying life's moments together.

WHY CONSUMERS SAY YES

What Problem We Solve

Consumers increasingly seek **flavor-forward, indulgent spirits** that deliver versatility and premium experiences.

- ★ Brandy shoppers purchase 3.8 times annually, demonstrating strong repeat demand
- ★ Cream cordial reaches 38% household penetration, showing broad consumer appeal
- ★ Cordials deliver the highest basket size in spirits (1.9 units per trip)
- ★ Super-premium cream is the fastest growing segment, gaining share as consumers trade up
- ★ Stella Rosa delivers premium flavor experiences that drive repeat purchases and larger baskets.



Numerator Insights; Shopper Metrics Report; Latest 52 weeks ending 12/21/25
Numerator Insights; Advanced Shopper Profile Report; Latest 52 weeks ending 12/21/25
Numerator Insights; Shopper Metrics Report; Latest 52 weeks ending 12/21/25
Numerator Insights; Advanced Shopper Profile Report; Latest 52 weeks ending 07/13/25

WHO STELLA ROSA SPIRITS ARE FOR

★ Stella Rosa Brandy Consumer

Stella Rosa Brandy appeals to consumers who enjoy classic spirits but are increasingly drawn to bold, flavor-forward and approachable premium options.

- Strong appeal among consumers aged 45–70, who over-index in the brandy category
- Highly popular among Black / African American consumers, who strongly over-index in brandy purchases
- Over-indexes with value-conscious households earning under \$40K
- Strong concentration in East North Central markets, where brandy consumption is highest

★ Stella Rosa Cream Liqueur Consumer

Stella Rosa Cream Liqueur attracts consumers who enjoy rich, indulgent spirits that elevate dessert moments, cocktails, and social gatherings.

- Strong appeal among consumers aged 30–55, particularly social and entertaining households
- Over-indexes with higher-income households earning \$125K+
- Strong appeal among suburban and affluent consumers
- Consumers who enjoy dessert cocktails, after-dinner drinks, and premium indulgence experiences

★ BRAND PERSONALITY

- Premium
- Flavor Forward
- Indulgent
- Confident
- Versatile



PROOF OF SUCCESS

Since launching, Stella Rosa Spirits has delivered strong performance across multiple SKUs.

STELLA ROSA BRANDY \$19M+ IN TOTAL BRANDY SALES SINCE 2022

NIQ; Total US xAOC + Liquor Open State + Conv; Calendar year 2022, 2023, 2024, 2025 & CYTD 2 w/e 1/10/26

STELLA ROSA CREAM LIQUEUR +1,3254 GROWTH, OUTPERFORMING THE CREAM CORDIAL CATEGORY (-11%).

NIQ; Total US xAOC + Liquor Open State + Conv; Latest 52 weeks ending 1/10/26

TOP PERFORMING SKUS SINCE 2022 LAUNCH



\$7.0M+
RETAIL SALES



\$6.6M+
RETAIL SALES



\$5.1M+
RETAIL SALES



ABOUT THE COLLECTION

Stella Rosa® Brandy is a collection of elevated, fruit-forward brandies that redefine what brandy can be. Imported from Italy and crafted with exceptional care, each expression delivers bold flavor and smooth complexity. Versatile enough to sip neat, on the rocks, or in your favorite cocktail—this is brandy, the Stella Rosa way.

WHY STELLA ROSA BRANDY?

- As the #1 super-premium flavored Brandy, Stella Rosa Brandy is positioned to drive innovation and premium sales.
- Stella Rosa Brandy has generated over \$19M in sales since entering the market in 2022!
- The super-premium Brandy segment makes up \$18M of the \$551M Brandy category. Stella Rosa Brandy offers retailers an opportunity to enter an emerging and unique sector.



70 PROOF



35% ABV



100% NATURAL



ENJOY CHILLED
OR MIXED

SKUs:



PRODUCT FEATURES

* CHOCOLATE HAZELNUT CREAM LIQUEUR *

Rich & creamy blend of chocolate and hazelnut.



Each bottle of Stella Rosa Chocolate Hazelnut Cream Liqueur is carefully wrapped in protective packaging to ensure it arrives in perfect condition, just as we intended.



34 PROOF



17% ABV



ITALIAN IMPORT



ENJOY CHILLED
OR MIXED

PERFECT BALANCE OF SWEET, NUTTY,
AND SMOOTH FLAVORS

ENJOY CHILLED OR ON THE ROCKS

ICONIC GOLD PACKAGING

COLOR: CREAM

TASTE: RICH CHOCOLATE,
TOASTED HAZELNUT, VANILLA

**SERVING
TEMP:** 40 DEGREES F

SHELF LIFE: 6 MONTHS

COMPETITIVE SET



Ciroc
750ml
\$39.99



Hennessy
750ml
\$34.99



Courvoisier
750ml
\$29.99



Martell VS
750ml
\$40.00



Torres 10
750ml
\$23.48



STELLA ROSA SMOOTH BLACK
PREMIUM IMPORTED BRANDY
750ml | \$29.99


STELLA ROSA
PREMIUM IMPORTED BRANDY

IMPORTED BRANDY/COGNAC



SHELF PLACEMENT GUIDELINES

Secure a minimum of three shelf facings to ensure flavor offerings are visible.

- Priority #1: SMOOTH BLACK
- Priority #2: HONEY PEACH
- Priority #3: TROPICAL PASSION
- Priority #4: BUTTER TOFFEE

SHELF SET GUIDELINES

Ensure product is in line with competitive set.

1. Place on imported brandies/cognac shelf set
2. Adjacent to Hennessy, Remy Martin, and Ciroc VS
3. Secure on mid to top shelf
4. Stella Smooth Black (Hero Driver) closest to Ciroc VS

TARGET ON PREMISE ACCOUNTS:

1. Lounges/Bars
2. Restaurants
3. Nightclubs

COCKTAIL FOCUS:

Stella Rosa Brandy is proud to introduce our newest signature serve cocktail, the **Stella Rosa Sidecar**.

Crafted with just three simple yet classic ingredients, this cocktail embodies the essence of our premium imported brandy while offering a modern twist on a beloved classic.

Our **Liquid-to-Lips** program is designed to make the Stella Rosa Sidecar accessible and irresistible for on-premise consumers, showcasing the unique flavors of Stella Rosa Brandy in an approachable and enticing way.

STELLA ROSA[®] SIDE CAR



2 oz.

Stella Rosa Honey Peach Brandy

.75 oz

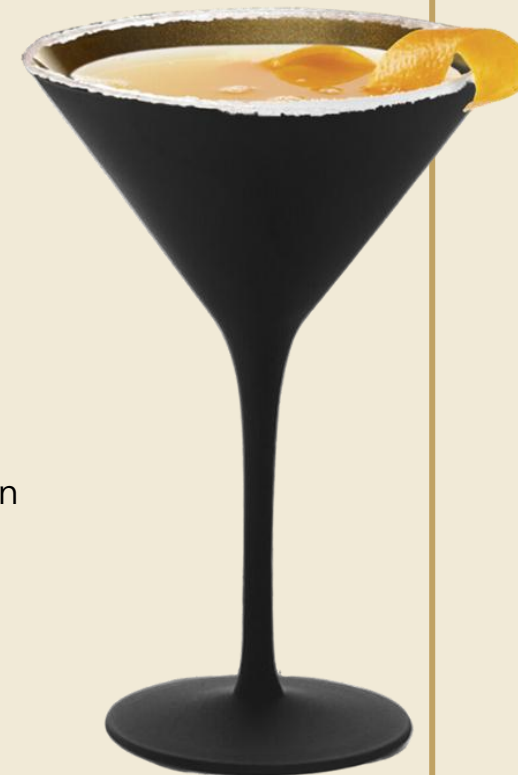
Orange Liqueur

.75 oz.

Lemon Juice

Shake ingredients over ice and strain into a martini/coupe glass.

Garnish with an orange twist.



MIDNIGHT ROYALE



- ★ —
- 2 oz.** Stella Rosa Smooth Black Brandy
 - 3 oz.** Stella Rosa Black Wine
 - 2 oz.** Cola

- ❖ Build in wine glass.
- ❖ Add ice and stir.
- ❖ Garnish with blueberries.



QUEEN OF THE TROPICS



- ★ —
- 1.5 oz.** Stella Rosa Tropical Passion Brandy
 - 1.5 oz.** Stella Rosa Sparkling Prosecco
 - 1.5 oz.** Pineapple Juice
 - .5 oz.** Passion Fruit Liqueur
 - .5 oz.** Vanilla Syrup

- ❖ Shake Brandy, pineapple juice, liqueur, and syrup over ice.
- ❖ Roll & strain into martini glass.
- ❖ Top off with prosecco.
- ❖ Garnish with maraschino cherries.





SEASONAL SIP COCKTAIL BOOKLET

[CLICK FOR BRANDFOLDER LINK](#)



ABOUT THE COLLECTION

Stella Rosa® Cream Liqueurs are a rich and indulgent twist on the unexpected. Crafted in Italy and blended with bold, dessert-inspired flavors, each liqueur delivers a smooth, velvety finish made to savor. Perfect over ice, in coffee, or as a decadent cocktail base, this collection brings a luxurious new way to sip cream liqueurs.

WHY STELLA ROSA CREAM LIQUEUR?

- Stella Rosa Cream Liqueurs turn everyday moments into something decadent.
- Cream cordials are a \$551M category with over 2.2M cases sold annually, proving there's strong, consistent consumer demand behind every bottle.
- The super-premium cream cordial segment is a \$214M segment gaining 2.8 share points from other segments.
- With 42% of households purchasing cordials, Stella Rosa Cream Liqueurs enter a highly penetrated category with widespread appeal and opportunity for brand loyalty and expansion.



34 PROOF



17% ABV



ITALIAN IMPORT



ENJOY CHILLED
OR MIXED

SKUs:



COMPETITIVE SET



Bailey's
750ml
\$26.94



Rum Chata
750ml
\$23.76



**Disaronno Velvet
Cream**
750ml
\$30.26



**Mozart
Chocolate Cream**
750ml
\$28.07



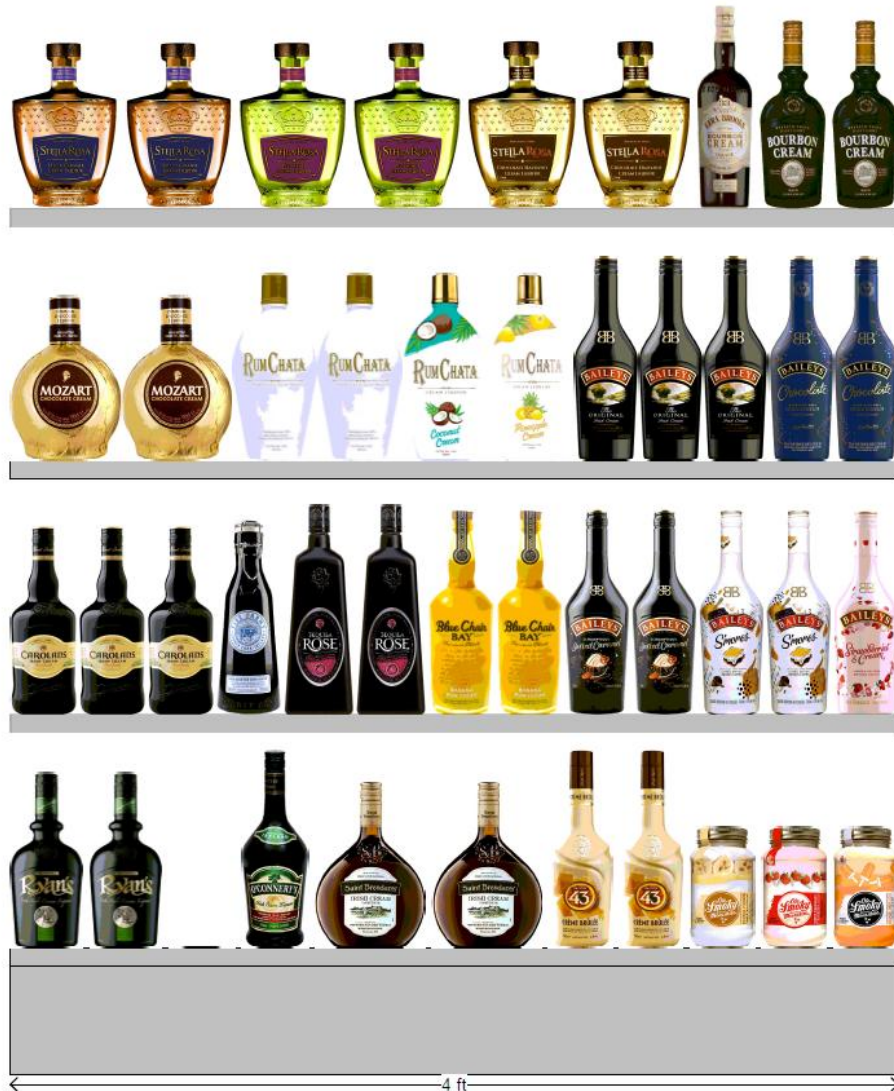
**Five Farms
Irish Cream**
750ml
\$30.65



Everyday Price
\$


STELLA ROSA
PREMIUM IMPORTED BRANDY

CREAM LIQUEURS



INDEPENDENTS

Shelf set with minimum three facings (one of each SKU) and an incremental cold box facing. Seek incremental displays during Holidays.

GROCERY

Shelf set with 3 facings (one of each SKU). Seek seasonal displays during Holidays.

DISPLAY STANDARDS



HIGH TRAFFIC:
12+ CASES



MEDIUM TRAFFIC:
8+ CASES



HAZELNUT MOCHA MARTINI

2 oz. Stella Rosa® Chocolate Hazelnut Cream Liqueur
1 oz. Vodka
1 oz. Freshly Brewed Espresso
½ oz. Coffee Liqueur (optional)
Chocolate shavings or Cocoa Powder

Shake over ice & strain into a chilled martini glass.
Garnish with chocolate shavings or a dusting of cocoa powder. Add a few coffee beans on top if desired.



ITALIAN COFFEE CREAM

2 oz. Stella Rosa® Chocolate Hazelnut Cream Liqueur
5 oz. Hot Coffee
1 oz. Irish Whiskey (optional)
1 dollop of Whipped Cream
Chocolate Shavings or Cocoa Powder

In a heat-safe mug pour in the Stella Rosa Liqueur and Irish whiskey.
Slowly add coffee, stirring gently.
Top off with whipped cream and garnish with cocoa powder or chocolate shavings.



SALTED HAZELNUT MARTINI

2 oz. Stella Rosa® Chocolate Hazelnut Cream Liqueur
1 oz. Vodka
½ oz. Caramel Liqueur (optional)
Pinch of Sea Salt
Chocolate Shavings or Salted Caramel Drizzle

Rim a chilled martini glass with sea salt.
Shake ingredients over ice and strain into glass.
Garnish with chocolate shavings or a drizzle of salted caramel.



HAZELNUT MUDSLIDE

1½ oz. Stella Rosa® Chocolate Hazelnut Cream Liqueur
1 oz. Vodka
1 oz. Coffee Liqueur
1 oz. Irish Cream Liqueur
Chocolate Syrup (for garnish)

Drizzle chocolate syrup along the inside of a chilled rocks glass.
In a blender add all ingredients with ice and blend until smooth and creamy.
Pour mixture into the prepared glass.
Garnish with additional chocolate syrup or whipped cream.



HAZELNUT WHITE RUSSIAN

1½ oz. Stella Rosa® Chocolate Hazelnut Cream Liqueur
1 oz. Vodka
1 oz. Coffee Liqueur
1 oz. Heavy Cream
Cocoa Powder or Grated Chocolate (for garnish)

Fill a rocks glass halfway with ice.
Pour in both liqueurs and vodka.
Slowly pour heavy cream over the back of a spoon into the glass to create a layered effect.
Gently stir to combine all ingredients.
Optionally, garnish with a sprinkle of cocoa powder or grated chocolate.



BANANA NUT BREEZE

1 oz. Stella Rosa® Chocolate Hazelnut Cream Liqueur
1 oz. Coconut Rum
1 oz. Banana Liqueur
2 oz. Coconut Milk
Toasted Coconut Flakes (for garnish)

Shake ingredients over ice for 10-15 seconds until the mixture is frothy.
Strain into highball glass over fresh ice.
Garnish with toasted coconut flakes on the rim or sprinkled on top.

Cocktail Recipes





TAKING FLIGHT SHOT

½ oz. Stella Rosa® Chocolate Hazelnut Cream Liqueur
½ oz. Coffee Liqueur
½ oz. Orange Liqueur

Layer ingredients in a shot glass in the order of coffee liqueur, Stella Rosa liqueur, and orange liqueur.



NUTTY TWIST SHOT

1 oz. Stella Rosa® Chocolate Hazelnut Cream Liqueur
½ oz. Frangelico (Hazelnut Liqueur)

Layer both liqueurs in a shot glass.



CHOCOLATE CHERRY DELIGHT

1 oz. Stella Rosa® Chocolate Hazelnut Cream Liqueur
½ oz. Cherry Liqueur
½ oz. Vodka

Layer ingredients in a shot glass.
Top off with a cherry.



NUTTY JELLY SHOT

1 oz. Stella Rosa® Chocolate Hazelnut Cream Liqueur
1 oz. Raspberry Liqueur
Sugar (for rim)

Rim a shot glass with sugar.
Layer ingredients in the shot glass.



MINI MUDSLIDE SHOT

½ oz. Stella Rosa® Chocolate Hazelnut Cream Liqueur
½ oz. Vodka
½ oz. Coffee Liqueur
Whipped Cream (for topping)

Layer ingredients in a shot glass.
Top off with whipped cream.

Shots