



PINEAPPLE



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.†



NEW LOOK

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
TROPICAL FRUIT

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

White Moscato
Italy
5%
12%
Pineapple
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® Pineapple
is a proprietary blend of the Moscato
grape, infused with natural
pineapple flavor and bursts with
notes of tropical fruit on the palate
that makes this wine truly unique.

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



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