



PROSECCO
DOC TREVISO



ALL
NATURAL



ENJOY
CHILLED



GLUTEN
FREE



NO ADDED
PRESERVATIVES



Stella Rosa® is Growing The Wine Category

25%

OF CONSUMERS
ARE NEW TO WINE

MADE IN ITALY
ENJOY CHILLED

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.†

The Italian sparkling
wine category is a
\$1B market, up 8.8%
in dollar volume
over the past three
years and now
accounts for 40% of
total sparkling wine
sales.

NIQ: Total US xAOC + Liquor Open State + Conv;
Latest 52 weeks ending 3/8/25

**SPARKLING
WINE**
WITH NOTES OF
**BOSC PEAR,
APPLE, &
LEMON**

Primary Grape Variety:

Country of Origin:

Alcohol:

Residual Sugar:

Real Fruit Blend Attributes:

Fermentation Method:

Glera

Treviso, Italy

11%

1.5%

Bosc pear, yellow apple, and lemon

Charmat Style pressurized tanks



Italy is the
**#1 country
of origin**
for sparkling wine
in the U.S.
off-premise market.

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

Stella Rosa® Prosecco is a
naturally sparkling wine produced
from the Glera grape in the northwest
province of Piedmont.
This dry sparkling wine bursts with
notes of Bosc pear, apple, and citrus
fruits.

