



Stella Rosa is Growing The Wine Category

27%

OF CONSUMERS
ARE NEW TO WINE



CANS OF
STELLA ROSA® ARE
SOLD PER MINUTE



STELLA ROSA®

is highly connected to consumers and produces flavors that consumers want.

One Million Cans in One Million Hands

CHANNEL TARGET: ON-PREMISE ONLY

MUSIC VENUES

RESTAURANTS/ BARS

HOTELS/POOL BARS

Increase profits and
build on-premise with

THE POWER OF STELLA ROSA®



PROFITABILITY + SAMPLING + CONVERSION



8-Pack 250ml
Stella Rosa® Cans
(Pineapple, Ruby Grapefruit,
Watermelon, Blueberry)



0 87872 68401 9

PARTICIPATING SKUS:



6-Pack 250ml Stella Rosa® Cans
(Pineapple, Ruby Grapefruit, Watermelon)



0 87872 68401 9

CONVENIENCE OF CANS



CHILLS FASTER
THAN GLASS



RECYCLABLE



COMPACT AND
VERY PORTABLE



SHATTERPROOF,
UNLIKE GLASS

COCKTAIL RECIPES



FALL AIR COOLER

• Stella Rosa®
Watermelon Wine

• 1.5 oz. Vodka or Gin
Juice of half a lime

• Fill glass with ice. Build
ingredients over ice,
finishing with Stella Rosa®
Watermelon Wine.
Garnish with a lime.

SCAN
FOR MORE
RECIPES



PRIORITY

#1



BY THE GLASS

(pour out of can)
menu placement and feature:

- Pineapple
- Watermelon
- Ruby Grapefruit
- Blueberry

PRIORITY

#2



BUCKET PROGRAM FEATURING CANS

Perfect for pools, cabanas,
and high-volume bars

PRIORITY

#3



COCKTAILS

Perfect for bars,
restaurants,
and day clubs



STELLA ROSA® IS REVOLUTIONIZING THE WINE CATEGORY!



CONNECTIVITY TO
POP CULTURE

INNOVATIVE MARKETING

285M+

Impressions
on Media Outlets



hulu



**CONSUMER
SAMPLING**

STELLA ROSA



Stella Rosa® Trailer at
75+ events

STELLA ROSA
with
Lainey Wilson



**BILLBOARDS &
AIRPORT ADS**

Lainey Wilson

★ *Celebrity* ★
ENDORSEMENT



**MOST FOLLOWED
& ENGAGED**

*Wine Brand
on Social Media*



727k+

Combined Followers



10M

Consumers
reached on

SOCIAL MEDIA

**Jan-June 2023*



bonniemalzone Love my Stella cans!!!!

14w 1 like Reply



dwinters53 I love me some Stella Rosa, especially while
listening to Lainey Wilson ❤️ ❤️

4w 7 likes Reply

2.8M

consumers reached on
E-COMMERCE ADS
in 2022

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**1M PR
Impressions**

“The bestselling wine brand in California isn't from California. It's not Josh or Barefoot or Coppola, or Two-Buck Chuck. It's an Italian import called Stella Rosa, created by the Riboli family, a wine company based not in Napa or Sonoma but in the shadow of Dodger Stadium, in Lincoln Heights.” — *Los Angeles Times*

“The powerhouse brand has made a name for itself as a purveyor of flavored wine.” — *Mashed*

“As household names in the imported wine industry, Stella Rosa®, and their parent company Riboli Family Wines, are considered mainstays of popular alcohol culture.” — *yahoo!*

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