



STELLA ROSA®

DAY OF THE DEAD



ENJOY
CHILLED



GLUTEN
FREE



NO ADDED
PRESERVATIVES



MADE WITH
REAL FRUIT
FLAVORS



LOW
ALCOHOL



ITALIAN
IMPORT

Stella Rosa is Growing The Wine Category

27%

OF CONSUMERS
ARE NEW TO WINE



BOTTLES OF
STELLA ROSA ARE
SOLD PER MINUTE



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STELLABRATING®

3,000 YRS

OF TRADITION WITH

STELLA ROSA®

LIMITED EDITION DAY OF THE DEAD SLEEVES

STELLA ROSA® is the
#1 ITALIAN IMPORT
in the wine category

& #1 BRAND
in the low-alcohol wine category

NielsenIQ: Total US xAOC + Liquor + Convenience; Rolling 52 weeks w/e 02/17/24

PEACH

Flavor: Peach
Primary Grape Varietal: Moscato
Alcohol: 5%
Residual Sugars: 10%



10087872683255

BLUEBERRY

Flavors: Blueberry
Primary Grape Varietal:
Brachetto
Alcohol: 5%
Residual Sugars: 10%



10087872630938

BLACK

Flavor: Blackberry, Blueberry
& Raspberry
Primary Grape Varietal: Brachetto
Alcohol: 5.5%
Residual Sugars: 10%



10087872633502

PINEAPPLE & CHILI

Flavor: Ripe Pineapple &
Italian Chili Peppers
Primary Grape Varietal:
Moscato D'Asti
Alcohol: 5%
Residual Sugars: 10%



10087872638507

CASE COMMITMENT

Peach: _____

Black: _____

Blueberry: _____

Pineapple & Chili: _____

Account: _____

Sales Rep: _____

Signature: _____

Date: _____