



Stella Rosa® is Growing The Wine Category

27%

OF CONSUMERS
ARE NEW TO WINE

108

BOTTLES OF
STELLA ROSA® ARE
SOLD PER MINUTE



STELLA ROSA MOSCATO ROSÉ

The Total **Sparkling Wine Category**

(Champagne included) accounts for

\$1.5B and is up **2.3% YTD**

Nielsen, Total USXAO, 52 weeks ending 6-10-23

Segments between **\$15-49.99**
ALL SHOW GROWTH.

Together, **\$15-49.99** is up **10.0%.**

Nielsen, Total USXAO, 52 weeks ending 6-10-23

STELLA ROSA® (+2.2M)
contributes

46.4%

to the category's growth.

Nielsen Discover; Latest 52 weeks ending 4-22-23; Total US xAOC



Stella Rosa® Moscato Rosé is a naturally sparkling wine produced from Moscato Rosé on the steep hills of Piedmont. This semi-sweet sparkling wine bursts with notes of rich nectarine and yellow peach, begging to be paired with any celebration.



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

Fermentation Method:

Moscato Rosé
Italy
9.5%
9%
Rich Nectarine and Yellow Peach
Charmat Style pressurized tanks