



Stella Rosa® is Growing The Wine Category

27%

OF CONSUMERS ARE NEW TO WINE



BOTTLES OF STELLA ROSA® ARE SOLD PER MINUTE



STELLA ROSA AMORE

The Total **Sparkling Wine Category**

(Champagne included) accounts for

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

Nielsen, Total US xAOC, Latest 52 weeks ending 6-10-23

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

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

Nielsen, Total US xAOC, Latest 52 weeks ending 6-10-23



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Stella Rosa® Amore Sparkling is a naturally sparkling wine produced from the Glera grape in the northwestern province of Piedmont. This dry sparkling wine bursts with notes of stone fruit such as pears, apples, and white peaches, as well as floral notes or wisteria, begging to be paired with any celebration.



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

Glera
Treviso, Italy
11.5%
1.5%
Pear, apple, and peach
Charmat Style pressurized tanks