



SPICY SERIES

WATERMELON & CHILI



ENJOY CHILLED



NO ADDED PRESERVATIVES



LOW ALCOHOL



GLUTEN FREE

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.†



In 2024, Stella Rosa's Pineapple & Chili saw a **+24.1% YOY SALES INCREASE**

Mango & Chili and Lime & Chili also showed **TRIPLE-DIGIT GROWTH**

Stella Rosa® is the top imported wine brand with **\$309M** in sales.

NIQ: Total US xAOC Latest 52 Weeks w/e 01/11/25

SEMI-SWEET SEMI-SPARKLING
WITH NOTES OF
WATERMELON & CALABRIAN CHILIES

Primary Grape Variety:

Country of Origin:

Alcohol:

Residual Sugar:

Real Fruit Blend Attributes:

Fermentation Method:

95% White Moscato & 5% Brachetto

Italy

5%

10%

Watermelon and Calabrian chilies

Charmat Style pressurized tanks



Source: NIQ; Total US xAOC; Latest 52 weeks ending 1/11/25

With **8.2% HOUSEHOLD PENETRATION**, Stella Rosa is one of the most approachable and widely chosen wine brands, seamlessly fitting into consumers' lifestyles.

NIQ Omnishopper Trip-Projected Panel; Total US; Total Panel; LS2W ending 9/7/2024

Watermelon & Chili, is positioned to be the **NEXT BIG HIT**

NIQ: Total US xAOC + Liquor Open State + Conv; 2023 Feb. thru 2024 Dec.

Stella Rosa® Watermelon & Chili is a semi-sweet, semi-sparkling, and refreshing fusion of juicy watermelon with a subtle chili spice, delivering a unique, crave-worthy taste.

Source: Numerator Insights-Brand Diagnostics and New Buyers Analysis P12ME 12/31/2024

MADE IN ITALY
ENJOY CHILLED



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