



RED

NON ALCOHOLIC



ENJOY
CHILLED



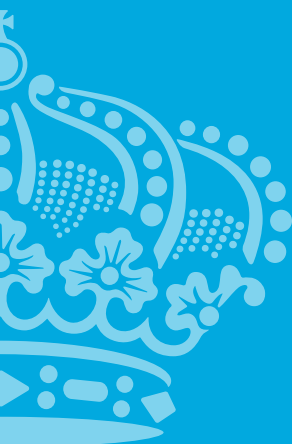
NO ADDED
PRESERVATIVES



VEGAN
FRIENDLY



GLUTEN
FREE



Stella Rosa® is Growing The Wine Category

27%

OF CONSUMERS
ARE NEW TO WINE

MADE IN ITALY
ENJOY CHILLED

STELLABRATE ANYTIME

Stella Rosa® Naturals is driving growth in the booming Non Alcoholic wine category, outperforming competitors and bringing incremental value.

Stella Rosa® is a **TOP RECRUITMENT** brand, bringing more loyal & valuable shoppers to the wine category.†



NEW LOOK

This category has doubled **OVER 3 YEARS**

The Non-Alcoholic Wine category is expanding rapidly, reaching

\$95M

in the U.S. off-premise market, with double-digit growth:

+24% GROWTH VS. 1 YR AGO
+54% GROWTH VS. 2 YRS AGO
+86% GROWTH VS. 3 YRS AGO

Nielson IQ: Total US xAOC + Liquor Open State + Conv: Latest 52 weeks ending 3/8/25

**SEMI-SWEET
SEMI-SPARKLING**
WITH NOTES OF
RED BERRIES



Stella Rosa® is the

3RD
LARGEST BRAND

in the Non-Alcoholic Wine category.

Nielsen IQ: Total US xAOC: Latest 52 weeks ending 10/19/24

Stella Rosa® Naturals Red is a proprietary blend of several red grape varietals including Brachetto, infused with natural raspberry, wild strawberry and plum flavors that makes this non-alcoholic beverage truly unique.

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

Brachetto
Italy
10%
Raspberry, Wild Strawberry, and Red Plum
Charmat Style pressurized tanks

