



STELLA ROSA® CORE 6

AMERICA'S FAVORITE WINE

STELLA ROSA'S® **Core 6** semi-sweet, semi-sparkling, fruit forward wines are **Perfect for any occasion!**

Why Stella Rosa®?

#1 IMPORT
&
#4 TOTAL
Wine Brand

Source: Nielsen IQ - Total US xAOC + Convenience + Liquor - CYTD - 12/3/22

Six SKUs ranked in the **Top 100**

STELLA ROSA® is a Category of its Own!

Providing quality sourced wines with mass-merch customer appeal at a reasonable "reach" price.

Source: Nielsen IQ - Total US xAOC + Convenience + Liquor - CYTD - 12/3/22



Black

Flavors: Blackberry, Blueberry, Raspberry
Primary Grape Varietal: Brachetto
Alcohol: 5.5%
Residual Sugar: 10%



Red

Flavors: Raspberry, Wild Strawberry, Red Plum
Primary Grape Varietal: Brachetto
Alcohol: 5.5%
Residual Sugar: 10%



Rosso Red Berry

Flavors: Strawberry & Red Berries
Primary Grape Varietal: Brachetto
Alcohol: 5.5%
Residual Sugar: 10%



Blueberry

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



Moscato D'Asti

Flavors: Pears & Apples
Primary Grape Varietal: Muscat Canelli
Alcohol: 5.5%
Residual Sugar: 10%



Peach

Flavors: Peach
Primary Grape Varietal: Moscato
Alcohol: 5.5%
Residual Sugar: 10%



STELLA ROSA® IS REVOLUTIONIZING THE WINE CATEGORY!

INNOVATIVE MARKETING



CONNECTIVITY TO
POP CULTURE

285M+

Impressions on Media Outlets



iHeart
RADIO

hulu



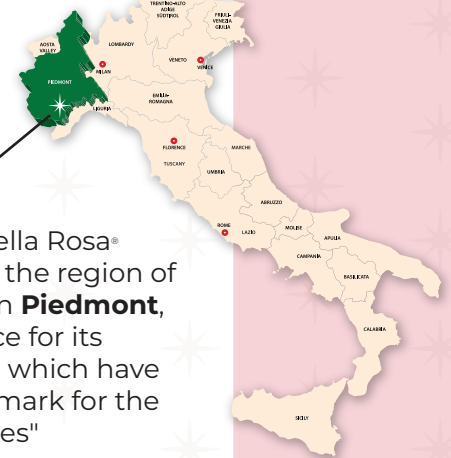
STELLA ROSA®

READY FOR
GAME DAY



BILLBOARDS &
AIRPORT ADS

TRUE ITALIAN QUALITY



"To create the Stella Rosa® Wines, we chose the region of **Asti**, a province in **Piedmont**, Italy, as the source for its aromatic grapes, which have become the hallmark for the Stella Rosa® Wines"

MOST FOLLOWED
& ENGAGED

Wine Brand
on Social Media



727k+

Combined Followers



10M

consumers
reached on

SOCIAL MEDIA

*Jan-June 2023



bonniemalzone Love my Stella cans!!!!

14w 1 like Reply



dwiners53 I love me some Stella Rosa, especially while listening to Lainey Wilson ❤️❤️

4w 7 likes Reply

2.8M

consumers reached on
E-COMMERCE ADS
in 2022

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1B PR
Impressions

"The bestselling wine brand in California isn't from California. It's not Josh or Barefoot or Coppola, or Two-Buck Chuck. It's an Italian import called Stella Rosa®, created by the Riboli family, a wine company based not in Napa or Sonoma but in the shadow of Dodger Stadium, in Lincoln Heights." — Los Angeles Times

"The powerhouse brand has made a name for itself as a purveyor of flavored wine." — Mashed

"As household names in the imported wine industry, Stella Rosa®, and their parent company Riboli Family Wines, are considered mainstays of popular alcohol culture." — yahoo!

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