



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® ASTI D.O.C.G.

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® ASTI D.O.C.G. is a naturally sparkling wine produced from the Moscato D'Asti grape on the steep hills of Piedmont. Asti has a floral bouquet and a natural sweetness that bursts with notes of honey and wisteria, begging to be paired with any celebration.



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

Moscato D'Asti
Italy
6.5%
9.5%
Honey & Wisteria
Charmat Style pressurized tanks