



STELLA ROSA

NEW!

KOSHER



INTRODUCING STELLA ROSA KOSHER WINES

Meet the **Stella Rosa Kosher Series** - a deliciously modern take on tradition. Featuring bold, fruit-forward flavors like Blueberry, Pomegranate, and Peach, these semi-sweet, semi-sparkling wines are certified Kosher and Mevushal, making them perfect for Passover, Shabbat, holidays, and everyday celebrations.

Crafted in Northern Italy with the same care and innovation that define the Stella Rosa brand, each varietal blends premium Moscato grapes with other select Italian varietals to create a wine that's smooth, vibrant, and irresistibly easy to enjoy. From the juicy burst of blueberry to the sweet-tart notes of pomegranate and the sweet softness of peach, every sip is full of flavor, quality, and joy.

With a refreshing 5.5% ABV and gluten-free formulation, the Stella Rosa Kosher Series fits beautifully into a better-for-you lifestyle, while offering a wine that's both inclusive and indulgent. Serve chilled or over ice - these wines are made to bring people together.

Tradition never tasted so good. Stellabrate every moment with Stella Rosa Kosher Wines.



KOSHER ISN'T JUST A LABEL



There's a Stella Rosa for **EVERY** occasion!



The label indicates the wine has been certified by the Kosher Certification. Stella Rosa adheres to the highest standard of Lemehadrin wines.

Kosher wine sales are at their highest leading up to and during Jewish holidays.

Kosher for Passover: This means Stella Rosa Kosher Wines can be consumed throughout the year, including Passover period, without restrictions.

Mevushal: According to Jewish tradition, Stella Rosa Kosher Wines can be opened and served by anyone (including those who are not Jewish) without altering its kosher status.

UNDERSTANDING KEY TERMS

WHAT IS MEVUSHAL?

- Mevushal (Hebrew for “cooked” or “boiled”) refers to wine that has been flash-pasteurized to a high temperature, making it acceptable for consumption by all observant Jews, even if handled by someone who is not observant.
- This process maintains the wine’s flavor and quality while allowing it to be served at weddings, celebrations, and events without concern for strict handling requirements.

WHAT IS KOSHER FOR PASSOVER?

- Wines labeled Kosher for Passover are produced without any ingredients or processes that include leavened grains (chametz), which are forbidden during Passover.
- These wines are also free from legumes, rice, corn, and certain prohibited additives during this time.

WHAT IS LEMEHADRIN?

- Lemehadrin is a stricter level of Kosher certification that adheres to the most rigorous interpretations of Jewish dietary laws.
- This certification guarantees that every step of the winemaking process – from vineyard cultivation to bottling – meets the highest Kosher standards.

A FIRST-OF-ITS-KIND INNOVATION

The brand people love – now in a Certified Kosher Format.

- **Certified Kosher & Mevushal** – Perfect for observant consumers and those looking for premium, high-quality wines.
- **Naturally Flavored** – Bursting with juicy, ripe blueberry, peach, or pomegranate notes, offering a deliciously smooth and lightly effervescent experience.
- **Low Alcohol, Full Flavor** – A guilt-free indulgence that aligns with **moderation and wellness trends**.

With Stella Rosa Kosher, we continue to bring bold flavors, quality craftsmanship, and inclusivity to the wine aisle - catering to both Jewish consumers and flavored wine enthusiasts alike.

This launch is set to drive excitement, especially around key retail resets, Passover, and upcoming seasonal promotions.

WHY KOSHER?

Kosher isn't just a certification - it's a category on trend.

The **Kosher wine category** is a **\$420MM market**, experiencing **+8.6% growth in dollar sales**, signaling **strong demand and expansion opportunities**.

The Kosher seal signals **inclusivity, quality, and mindfulness**, expanding Stella Rosa's reach to **observant Jewish consumers, clean-label seekers**, and **better-for-you wine drinkers**.

Stella Rosa shoppers are more likely to seek **organic foods (20.5% vs. 18.3%)**, care about the **environment (26.1% vs. 24.2%)**, and follow **gluten-free (5.9%)** or **lactose-free (9.2%)** diets - making Kosher certification a natural fit.

48% of lapsed Stella Rosa buyers drink it **during celebrations** and **37%** drink it **during the holidays**. Kosher provides a meaningful, occasion-driven way to re-engage lapsed buyers.

With the flavored wine category up **+11% YoY**, Stella Rosa Kosher offers a unique edge - **recruiting new consumers** through cultural relevance, holiday appeal, and trusted certification.

¹ *Data source: Nielsen; Total US AOC + Conv. + Liquor; Latest 52 WE 7-8-23; Calendar Year 2019, 2020, 2021, 2022, CYTD 2023

². NIQ; Total US xAOC + Liquor Open State + Conv; Latest 52 weeks ending 1/11/2025

³. NIQ Omnishopper Trip-Projected Panel; Total US; Total Panel; L52W ending 9/7/24

PRODUCT FEATURES



STELLA ROSA KOSHER BLUEBERRY

ABV	5%
Grape Variety	Brachetto
Color	Intense red with purple hints
Aroma	A rich bouquet that retains the fragrance of Brachetto grapes, complemented by subtle notes of blueberries.
Taste	Delightfully semi-sweet, with a harmonious balance of acidity and moderate alcohol content. Smooth notes of juicy blueberries.
Pairing	Best served chilled. Paired well with braised brisket with roasted vegetables.
Exposure	East-South to South-West, with row orientation designed to maximize sunlight penetration on the leaves and grapes.
Soil Composition	Clay, enhancing the fine aromatic qualities of the specific vine.
Planting Density	4,800 plants per hectare
Training System	Guyot
Grape Harvesting	Conducted entirely by hand between the second and third week of September.

PRODUCT FEATURES



STELLA ROSA KOSHER POMEGRANATE

ABV	5.5%
Grape Variety	95% Moscato D'Asti, 5% Brachetto
Color	Delicate rosé with purple hints
Aroma	A rich bouquet that retains the fragrance of Moscato and Brachetto grapes, complemented by delicate pomegranate notes.
Taste	Delightfully semi-sweet, with a harmonious balance of acidity and moderate alcohol content. Smooth notes of ripe pomegranates.
Pairing	Best served chilled. Paired well with herb-roasted chicken with wild rice and dried fruit or strawberry cheesecake.
Exposure	East-South to South-West, with row orientation designed to maximize sunlight penetration on the leaves and grapes.
Soil Composition	Clay, enhancing the fine aromatic qualities of the specific vine.
Planting Density	4,800 plants per hectare
Training System	Guyot
Grape Harvesting	Conducted entirely by hand between the second and third week of September.

PRODUCT FEATURES



STELLA ROSA KOSHER PEACH

ABV	5.5%
Grape Variety	100% Moscato D'Asti
Color	Pale straw yellow
Aroma	A rich bouquet that retains the fragrance of Moscato and Brachetto grapes, complemented by delicate peach notes.
Taste	Delightfully semi-sweet, with a harmonious balance of acidity and moderate alcohol content. Smooth notes of ripe peaches.
Pairing	Best served chilled. Paired well with herb-roasted chicken with wild rice and dried fruit or blueberry cheesecake.
Exposure	East-South to South-West, with row orientation designed to maximize sunlight penetration on the leaves and grapes.
Soil Composition	Clay, enhancing the fine aromatic qualities of the specific vine.
Planting Density	4,800 plants per hectare
Training System	Guyot
Grape Harvesting	Conducted entirely by hand between the second and third week of September.

KOSHER KEY SELLING POINTS



RIBOLI FAMILY
WINES

- Stella Rosa Kosher Wines are Certified Kosher & Mevushal – Suitable for Passover and year-round celebrations.
- Crafted with Stella Rosa’s signature semi-sweet, semi-sparkling style.
- Fruit-forward flavors – Available in Blueberry, Pomegranate, and Peach.
- Gluten-free, low alcohol (5.5% ABV), and better-for-you appeal.
- Inclusive option for observant Jewish consumers and clean-label seekers.
- Perfect for holidays, Shabbat, and special occasions.

KOSHER TRADE SUPPORT

