



# STELLA ROSA®

is highly connected to consumers and produces flavors that consumers want.

## ON-PREMISE



STELLA ROSA® is the  
**#1 IMPORTED**  
WINE BRAND

The refreshing flavors of  
**STELLA ROSA®**  
now in a  
**convenient 250ml can!**



Stella Rosa® Cans sell  
**4x faster**  
per point of distribution  
than the #2 canned wine 2-pack

Nielsen TTL US X AOC 52 Wk PE 060323

STELLA ROSA® is for your **convenience.**

**7 OF THE TOP 20**

250ml wines skus  
are from

**STELLA ROSA®**

Nielsen TTL US X AOC 52 Wk PE 060323

**8 OF THE TOP 10**

250ml 2-pack wines  
are from

**STELLA ROSA®**

Nielsen TTL US X AOC 52 Wk PE 060323



Increase profits and  
build on-premise with

**THE POWER OF**  
**STELLA ROSA®**



**PROFITABILITY + SAMPLING + CONVERSION**

**PRIORITY**

**#1**



**BY THE GLASS**

(pour out of can)  
menu placement and feature:

- Pineapple
- Watermelon
- Ruby Grapefruit
- Blueberry

**PRIORITY**

**#2**



**BUCKET PROGRAM**  
**FEATURING CANS**

Perfect for pools, cabanas,  
and high-volume bars

**PRIORITY**

**#3**



**COCKTAILS**

Perfect for bars,  
restaurants,  
and day clubs

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Stella Rosa is Growing The Wine Category

**27%**

**OF CONSUMERS**  
**ARE NEW TO WINE**

**324**

**CANS OF**  
**STELLA ROSA® ARE**  
**SOLD PER MINUTE**

# STELLA ROSA<sup>®</sup> IS REVOLUTIONIZING THE WINE CATEGORY!



CONNECTIVITY TO  
**POP CULTURE**

**INNOVATIVE MARKETING**

**285M+**

Impressions  
on Media Outlets



**hulu**



**CONSUMER  
SAMPLING**



Stella Rosa<sup>®</sup> Trailer at  
**75+ events**



**Lainey Wilson**

\* *Celebrity* \*  
**ENDORSEMENT**



**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



dwinters53 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



**1M 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<sup>®</sup>, and their parent company Riboli Family Wines, are considered mainstays of popular alcohol culture." — *yahoo!*

