



STELLA ROSA®

PREMIUM IMPORTED CREAM LIQUEUR

Taste the distinct elegance of Stella Rosa® Salted Caramel Cream Liqueur. Rich, buttery caramel with a touch of sea salt, creating a perfect balance of sweet and savory.

CORDIALS ARE A POWERFUL

\$2.3B

CATEGORY AND CREAM
CORDIALS MAKE UP 26%

NIQ: Total US xAOC + Liquor Open State + Conv: Latest 52 weeks ending 5/7/25

CREAM CORDIAL IS A

\$597M

WITH **2.3M CASES SOLD ANNUALLY** -
A SUBSTANTIAL AND RELIABLE SEGMENT
WITH CONSISTENT CONSUMER DEMAND.

NIQ: Total US xAOC + Liquor Open State + Conv: Latest 52 weeks ending 2/15/25

THE SUPER PREMIUM SEGMENT
WITHIN CREAM CORDIALS IS A

\$45M SEGMENT

IT IS ALSO THE FASTEST-GROWING
SEGMENT, **UP 5.1% VS. YA**

NIQ: Total US xAOC + Liquor Open State + Conv: Latest 52 weeks ending 2/15/25

NEW!



SAVORY FLAVORS LIKE
SALTED CARAMEL ARE THE
FASTEST GROWING
AT +50%YOY

NIQ: Total US xAOC + Liquor Open State + Convenience Latest 52 weeks ending 8/10/2024

STANDOUT ICONIC PACKAGING

DRIVES UPSCALE IMAGE & PURCHASE INTENT

Alcohol: 17%
Color: Golden buttery cream
Taste: Rich Buttery Caramel,
with a Touch of Sea Salt.
Serving Temperature: 40°F



ITALIAN IMPORT



SMALL BATCH



ENJOY CHILLED
OR ON THE ROCKS