



SPICY SERIES

PINEAPPLE & CHILI



ENJOY
CHILLED



NO ADDED
PRESERVATIVES



LOW
ALCOHOL



GLUTEN
FREE

STELLA ROSA® POWERS GROWTH

Stella Rosa® drives stronger loyalty and delivers significant value, boosting category performance and shopper engagement.

Stella Rosa® is a
TOP RECRUITMENT
brand, bringing more
loyal & valuable shoppers
to the wine category.†



In 2024, Stella Rosa's
Pineapple & Chili saw a
+24.1% YOY SALES INCREASE

Mango & Chili and
Lime & Chili also showed
TRIPLE-DIGIT GROWTH

Stella Rosa®
is the top imported
wine brand with
\$309M
in sales.

NIQ: Total US xAOC Latest 52 Weeks w/e 01/11/25

**SEMI-SWEET
SEMI-SPARKLING
WITH NOTES OF
PINEAPPLE &
CALABRIAN CHILIES**

Primary Grape Variety:

Country of Origin:

Alcohol:

Residual Sugar:

Real Fruit Blend Attributes:

Fermentation Method:

Moscato D'Asti

Italy

5%

10%

Pineapple and Calabrian chilies

Charmat Style pressurized tanks



With **8.2% HOUSEHOLD
PENETRATION**, Stella Rosa
is one of the most
approachable and widely
chosen wine brands,
seamlessly fitting into
consumers' lifestyles.

NIQ Omnishopper Trip-Projected Panel: Total US; Total Panel:
LS2W ending 9/7/2024

The Stella Rosa Spicy Series
made its debut in Q1 2023 and
has already achieved remarkable
success, driving

\$13M
in retail sales since its launch

NIQ: Total US xAOC + Liquor Open State + Conv; 2023 Feb. thru 2025 March.

Stella Rosa® Pineapple & Chili
is a semi-sweet, semi-sparkling, and
refreshing fusion of juicy pineapple
with a subtle chili spice, delivering a
unique, crave-worthy taste.



Stella Rosa® is Growing The Wine Category
25%
OF CONSUMERS
ARE NEW TO WINE

Source: Numerator Insights-Brand
Diagnostics and New Buyers Analysis P12ME
12/31/2024

**MADE IN ITALY
ENJOY CHILLED**

