



STELLA ROSA BLACK
A TYPE FOR EVERY
OCCASION



ENJOY
CHILLED



NO ADDED
PRESERVATIVES



LOW
ALCOHOL



GLUTEN
FREE



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



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.†



8 SKUs ranked in the
TOP 100 WINES
in our price segment.

Source: NIQ; Total US xAOC, Dollar Sales, 750ml,
\$10-14.99, Latest 52 weeks ending 1/11/2025

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

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



Stella Rosa® Black
is a proprietary blend of several red
grape varietals including Brachetto,
infused with natural flavors of
blackberry, blueberry, and raspberry.
This wine provides notes of jammy
dark berries, bursting on the palate.

BOTTLE UPC



SINGLE CAN UPC



Stella Rosa Buyer vs. Average Wine & RTD Buyer

Average Annual Wine & RTD Trips

22.0 **18.5**

Average Annual Wine & RTD Spend

\$438 **\$395**

Average items in Wine & RTD Basket

10.6 **9.6**

†Numerator Insights, Point of Entry Report, Point of Entry
Buyers n=15372, Stella Rosa Point of Entry Buyers n=975,
12 Months Ending 7/31/2024



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STELLABRATE ANYTIME

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

Italy is the
**#1 country
of origin**
for sparkling wine
in the U.S.
off-premise market.

The Italian sparkling
wine category is a
\$1B market, up 8.8%
in dollar volume over
the past three years
and now accounts
for **40% of total
sparkling wine sales.**

NIQ: Total US xAOC + Liquor Open State + Conv;
Latest 52 weeks ending 3/8/25

BOTTLE UPC



Stella Rosa® Sparkling Black

is a naturally sparkling wine produced from
the Brachetto grape in the northwest
province of Piedmont.

This semi-sweet sparkling wine bursts with
notes of blackberry, blueberry, and raspberry.



Stella Rosa® is the

3RD
**LARGEST
BRAND**

in the Non-Alcoholic
Wine category.

Nielsen IQ: Total US xAOC;
Latest 52 weeks ending 10/19/24



This category has doubled
OVER 3 YEARS

The Non-Alcoholic Wine
category is expanding
rapidly, reaching

\$95M

in the U.S. off-premise market,
with double-digit growth:

+24% GROWTH VS. 1 YR AGO
+54% GROWTH VS. 2 YRS AGO
+86% GROWTH VS. 3 YRS AGO

Nielsen IQ: Total US xAOC + Liquor Open
State + Conv; Latest 52 weeks ending 3/8/25

Stella Rosa® Naturals Black

is a proprietary blend of several
red grape varietals including
Brachetto, infused with natural
blackberry, blueberry, and raspberry
flavors that make this non-alcoholic
beverage truly unique.

BOTTLE UPC

