



FASHION
BAG



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.

4 SKUs ranked in the
**TOP 100
WINES**

Source: NIQ; Total US xAOC; Latest 52 weeks ending 12/27/25

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

#1

**FLAVORED
WINE BRAND**

Source: NIQ; Total US xAOC;
Latest 52 weeks ending
12/27/25

Introducing THE STELLA ROSA FASHION BAG



FLAVORS INSIDE BAG

PEACH	ROSSO RED BERRY	WATERMELON	RED	PINEAPPLE
Alcohol: 5%	Alcohol: 5.5%	Alcohol: 5%	Alcohol: 5%	Alcohol: 5%
Residual Sugar: 100 g/L	Residual Sugar: 120 g/L	Residual Sugar: 120 g/L	Residual Sugar: 100 g/L	Residual Sugar: 120 g/L
Luscious yellow peach and apricot	Refreshing strawberry and red berry	Fresh watermelon	Luscious raspberry, wild strawberry, and red plum	Tropical pineapple

FASHION BAG UPC



0 87872 63510 3

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**

RIBOLI FAMILY WINES

STELLAROSAWINES.COM

For more information, please contact
your local sales representative