



MOSCATO ROSÉ
DOLCE



ALL
NATURAL
NO SUGAR
ADDED



ENJOY
CHILLED



GLUTEN
FREE



NO ADDED
PRESERVATIVES



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

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.†

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

**SEMI-SWEET
& SPARKLING**
WITH NOTES OF
**PEACHES,
HONEY, &
ELDERFLOWER**

Primary Grape Variety:	Moscato & Brachetto
Country of Origin:	Italy
Alcohol:	6.5%
Residual Sugar:	9%
Real Fruit Blend Attributes:	Nectarine and yellow peach
Fermentation Method:	Charmat Style pressurized tanks



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

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® Sparkling Moscato Rosé

is a naturally sparkling wine produced from the Moscato grape in the northwest province of Piedmont. This semi-sweet sparkling wine bursts with notes of peaches, honey, and elderflower.

