



STELLA ROSA®

PREMIUM IMPORTED CREAM LIQUEUR

Taste the distinct elegance of Stella Rosa® Pistachio Cream Liqueur. Rich, creamy pistachio notes with a smooth, nutty aroma complemented by a delicate hint of vanilla.

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 PISTACHIO 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: Light mint green
Taste: Rich Creamy Pistachio, and hints of Vanilla.
Serving Temperature: 40°F



ITALIAN IMPORT



SMALL BATCH



ENJOY CHILLED OR ON THE ROCKS