



PROSECCO
DOC TREVISO



ENJOY
CHILLED



NO ADDED
PRESERVATIVES



ALL
NATURAL

NO SUGAR
ADDED



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.+



The Italian sparkling wine
category represents a
\$1B MARKET

and is the #1 country of origin
for sparkling wine in the U.S.

After consistent growth, the Italian
sparkling wine category has an
8.8% increase in \$ volume
over the past three years.

Italian sparkling wines account for
**40% of the total sparkling
wine category.**

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

WHY 187ML?

The 187ml format has **grown by 15.4%** over the
last 3 years by catering to evolving consumer
preferences for convenience, portability, and
single-serving options.

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

Primary Grape Variety:

Country of Origin:

Alcohol:

Residual Sugar:

Real Fruit Blend Attributes:

Fermentation Method:

Glera

Italy

11%

1.5%

Bosc Pear, Yellow Apple, and Lemon

Charmat Style pressurized tanks



**WITH NOTES OF
BOSC PEAR,
YELLOW APPLE, & LEMON**

Stella Rosa® Prosecco D.O.C. is a naturally
sparkling wine produced from the Glera
grape in the northwestern province of Treviso.

This dry sparkling wine bursts with notes of
bosc pear, yellow apple, and lemon, begging
to be paired with any celebration.

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**

