



Stella Rosa® is Growing The Wine Category

27%

OF CONSUMERS ARE NEW TO WINE

108

BOTTLES OF STELLA ROSA® ARE SOLD PER MINUTE



STELLA ROSA® PROSECCO ROSÉ D.O.C.

The Total **Sparkling Wine Category**

(Champagne included) accounts for

\$1.5B and is up **2.3% YTD**

Nielsen, Total USXAO, 52 weeks ending 6-10-23

Segments between **\$15-49.99**
ALL SHOW GROWTH.

Together, **\$15-49.99** is up **10.0%.**

Nielsen, Total USXAO, 52 weeks ending 6-10-23

STELLA ROSA® (+2.2M)
contributes

46.4%

to the category's growth.

Nielsen Discover; Latest 52 weeks ending 4-22-23; Total US xAOC



Stella Rosa® Prosecco Rosé D.O.C. Treviso is a naturally sparkling wine produced from 85% Glera and 15% Pinot Noir in the northwestern province of Piedmont. This dry sparkling wine bursts with notes of strawberries and roses, begging to be paired with any celebration.



Primary Grape Variety:
Country of Origin:
Alcohol:
Residual Sugar:
Real Fruit Blend Attributes:
Fermentation Method:

Glera & Pinot Noir
Italy
11%
1.6%
Strawberry and Rose
Charmat Style pressurized tanks