



POMEGRANATE



ALL
NATURAL

NO SUGAR
ADDED



ENJOY
CHILLED



GLUTEN
FREE



NO ADDED
PRESERVATIVES

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

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

Pomegranate is a
continuously growing flavor
among flavored wines,

+3.5%
from a year ago.

NIQ; Total US xAOC + Liquor Open State + Conv;
Latest 52 weeks ending 7/19/25

**SEMI-SWEET
& SPARKLING**
WITH NOTES OF
POMEGRANATE



Stella Rosa® Sparkling Pomegranate

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 juicy and refreshing
pomegranate.

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



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

MADE IN ITALY
ENJOY CHILLED