



PEACH

NON ALCOHOLIC



ENJOY
CHILLED



NO ADDED
PRESERVATIVES



VEGAN
FRIENDLY



GLUTEN
FREE



Stella Rosa® is Growing The Wine Category

27%

OF CONSUMERS
ARE NEW TO WINE

MADE IN ITALY
ENJOY CHILLED

STELLABRATE ANYTIME

Stella Rosa® Naturals is driving growth in the booming Non Alcoholic wine category, outperforming competitors and bringing incremental value.

Stella Rosa® is a **TOP RECRUITMENT** brand, bringing more loyal & valuable shoppers to the wine category.†



This category has doubled **OVER 3 YEARS**

The Non-Alcoholic Wine category is expanding rapidly, reaching

\$95M

in the U.S. off-premise market, with double-digit growth:

+24% GROWTH VS. 1 YR AGO
+54% GROWTH VS. 2 YRS AGO
+86% GROWTH VS. 3 YRS AGO

Nielson IQ: Total US xAOC + Liquor Open State + Conv: Latest 52 weeks ending 3/8/25

**SEMI-SWEET
SEMI-SPARKLING
WITH NOTES OF
PEACH**

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

Moscato
Italy
10%
Peach
Charmat Style pressurized tanks

NEW LOOK



Stella Rosa® is the

**3RD
LARGEST
BRAND**

in the Non-Alcoholic Wine category.

Nielsen IQ: Total US xAOC:
Latest 52 weeks ending 10/19/24

Stella Rosa® Naturals Peach

is a proprietary blend of several white grape varietals including Moscato, infused with natural peach flavors that makes this non-alcoholic beverage truly unique.



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