



STELLA ROSA[®]
WINES

WHY STELLA ROSA® **Crafted from Tradition. Leading Innovation.**

*** Stella Rosa is one of the most powerful wine brands in the US. ***

**Chosen by 8.2%
of U.S. households,
Stella Rosa is one of the
most widely adopted
and approachable
wine brands in America.**

**A proven
recruitment brand,
bringing younger,
multicultural,
and first-time drinkers
into wine at scale.**

**Built on
Italian tradition,
but engineered
for modern consumers
who prioritize flavor,
inclusivity, and ease.**

WHY CONSUMERS SAY YES

WHAT PROBLEM WE SOLVE



Traditional wine skews older and more exclusive, leaving younger drinkers underserved.



Stella Rosa captures nearly half of new-to-wine trips among Gen Z and Millennials.



Flavor-forward, semi-sweet wines meet modern preferences without sacrificing quality.



WHO IS STELLA ROSA FOR

(POSITIONING & TARGET CONSUMER)

Stella Rosa is for consumers who want an easy-drinking, expressive wine experience, Stella Rosa delivers bold flavor and Italian quality without intimidation.

- ✦ **Demographic:** 21+ age wine drinkers
- ✦ **Mindset:** Expressive, experimental, celebratory
- ✦ **Primary Occasions:** Brunch, parties, holidays, gifting, casual gatherings



BRAND PERSONALITY

- Approachable
- Vibrant
- Inclusive
- Confident
- Playful



STELLA ROSA WINES STORY

Stella Rosa's Start

To create Stella Rosa® Wines, the Riboli Family chose the region of Asti, a province in Piedmont, Italy, as the source for its aromatic grapes. Asti has particular significance to the Riboli Family, as it is the birthplace of Maddalena Riboli, the family matriarch. The grapes have become the hallmark for Stella Rosa® Wines, with the flagship wine being Moscato d'Asti.

Soon after, Stella Rosa® Rosso Red Berry was created -Stella Rosa's first semi-sweet, semi-sparkling red wine blend, and the first wine of its kind to be brought to America from Asti. The rapid phenomenal successes of these two wines began the lineage of the Frizzante and Sparkling lines of Stella Rosa®. Today, this award-winning brand also has over 30 unique and distinctive flavors, and is proud to be America's favorite semi-sweet, semi-sparkling wine brand.

CRAFTED FROM TRADITION, LEADING INNOVATION

Born through a rich legacy, Stella Rosa® remains at the forefront of innovation. Stella Rosa® is not just about producing award-winning semi-sweet, semi-sparkling Italian wines; it's about evolving with the spirit of times when it comes to wine trends and popular culture.

The brand is always growing, learning, and striving to satisfy its loyalists' needs, while pushing the level of sophistication. Stella Rosa® has become a force in the wine industry, demanding praise and respect from dry wine aficionados, and even appealing to those looking for something a little different than age-old expectations of wine. Stella Rosa® is more than a refreshing wine; it's a lifestyle.



ITALY

The country in which Stella Rosa® is imported from.

PIEDMONT

Also, known as the Kingdom of Italy, a regal region, known for its sophisticated cuisines & wines with French influence.

ASTI

Capital city in Piedmont, Italy. Birthplace of Moscato d'Asti.

SANTO STEFANO BELBO

A small town of medieval origins. Birthplace of all Stella Rosa® Wines.



WINEMAKING PROCESS

1  **HARVEST**

2  **BLENDING & FERMENTATION**

3  **STABILIZATION & FILTERING**

4  **ADDITIONS OF DYNAMIC FLAVORS**

5  **BOTTLING**

6  **FINAL PRODUCT**

1  **HARVEST**

In late August, Moscato grapes are harvested from the countryside of Northern Italy, in the prestigious wine region for Piedmont.

3  **STABILIZATION & FILTERING**

The temperature of the wine is lowered to 32°F and passes through panel filters that yield a bright and clean, straw-colored wine.

5  **BOTTLING**

Highspeed bottling occurs under very sanitary and tight conditions to help deliver the wine while it is fresh and bright, ready to be consumed.

2  **BLENDING & FERMENTATION**

With the addition of the yeast to trigger fermentation to the freshly cut grapes, we start a slow transition from grape juice to wine in pressurized tanks at controlled cool temperatures. The sugars are converted into alcohol and carbon dioxide is produced which creates our slightly sparkling wine; a natural frizzante.

4  **ADDITIONS OF DYNAMIC FLAVORS**

The delicious aromas distinctive of Stella Rosa wines are integrated from fruits grown all around the world. They are distilled down and added to create our proprietary blend without adding any sugar or artificial flavoring.

6  **FINAL PRODUCT**

Serve chilled and enjoy!



RIBOLI FAMILY WINES

PROPRIETARY & CONFIDENTIAL | INTENDED SOLELY FOR USE OF ADDRESSED RECIPIENT AND MAY NOT BE REPURPOSED OR REUSED

WHY STELLA ROSA® MATTERS TODAY

#2 ITALIAN
WINE BRAND

#2 IMPORTED
WINE BRAND IN THE US

5 SKUs IN THE
TOP 100
WINE SKUs NATIONALLY

#1 FLAVORED
WINE BRAND

**AMERICA'S
FAVORITE**
SEMI-SWEET,
SEMI-SPARKLING WINE

**CATEGORY
LEADER**
ACROSS MULTIPLE FORMATS
AND PRICE TEARS

#2 750ML
WINE BRAND

#5 WINE BRAND
OVERALL

REVOLUTIONIZING THE WINE CATEGORY

STELLA ROSA® IS THE
#1 IMPORTED

 **CONNECTIVITY TO
POP CULTURE**

INNOVATIVE MARKETING

**CONSUMER
SAMPLING**



**150+ EVENTS
ANNUALLY**

300M+ IMPRESSIONS
ON MEDIA OUTLETS



 Clear Channel Outdoor



STELLA ROSA®
AMERICA'S FAVORITE



**SPICE IT UP!
PINEAPPLE
& CHILI**

**STELLA
ROSA**



BILLBOARDS



RIBOLI FAMILY WINES



**108
BOTTLES**
OF STELLA ROSA
ARE SOLD
EVERY MINUTE

WINE BRAND

"As household names in the imported wine industry, Stella Rosa®, and their parent company Riboli Family Wines, are considered mainstays of popular alcohol culture." – **yahoo!**

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

"The bestselling wine brand in California isn't from California. It's not Josh or Barefoot or Coppola, or Two-Buck Chuck. It's an Italian import called Stella Rosa, created by the Riboli family, a wine company based not in Napa or Sonoma but in the shadow of Dodger Stadium, in Lincoln Heights." *Los Angeles Times*

**1B PR
Impressions**

**MOST FOLLOWED
& ENGAGED**

Wine Brand
on Social Media



740K+

Combined Followers



10M
Consumers
reached on

SOCIAL MEDIA

*JAN - MAY 2025



bonniemalzone Love my Stella cans!!!!
14w 1 like Reply



dwinters53 I love me some Stella Rosa, especially while listening to Lainey Wilson ❤️❤️
4w 7 likes Reply

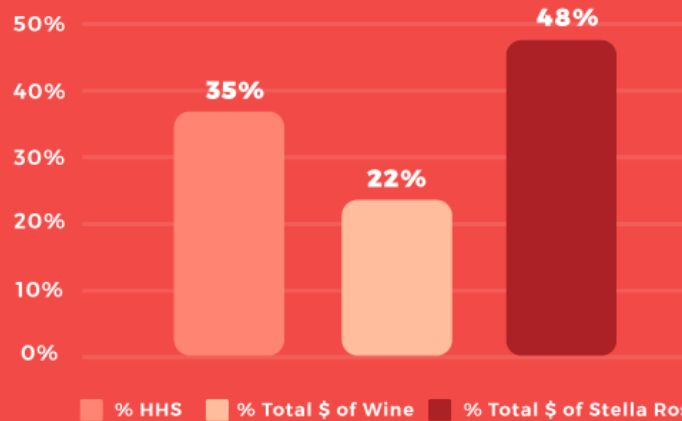
743M+

impressions served on
E-COMMERCE ADS
in 2025

Stella Rosa is the largest **recruitment brand** in wine.

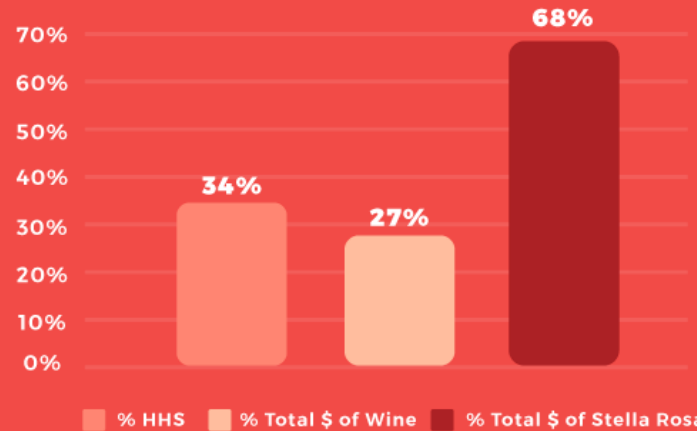
YOUNG CONSUMERS

(Age 21-44)



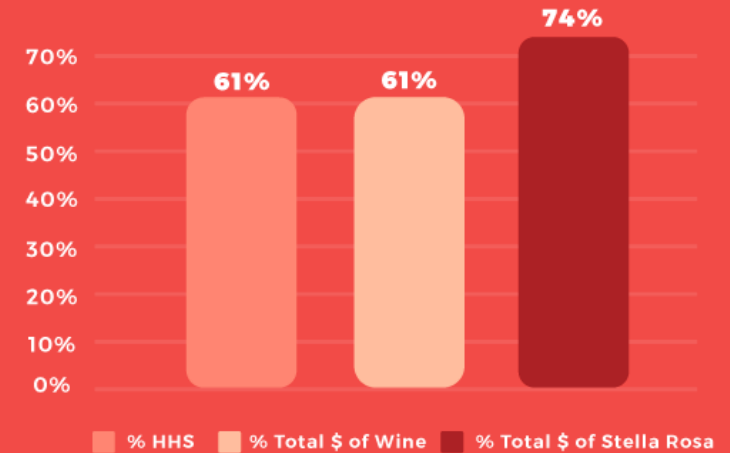
MULTICULTURAL CONSUMERS

(Asian, Black, Hispanic, and Others)



WIDE INCOME LEVELS

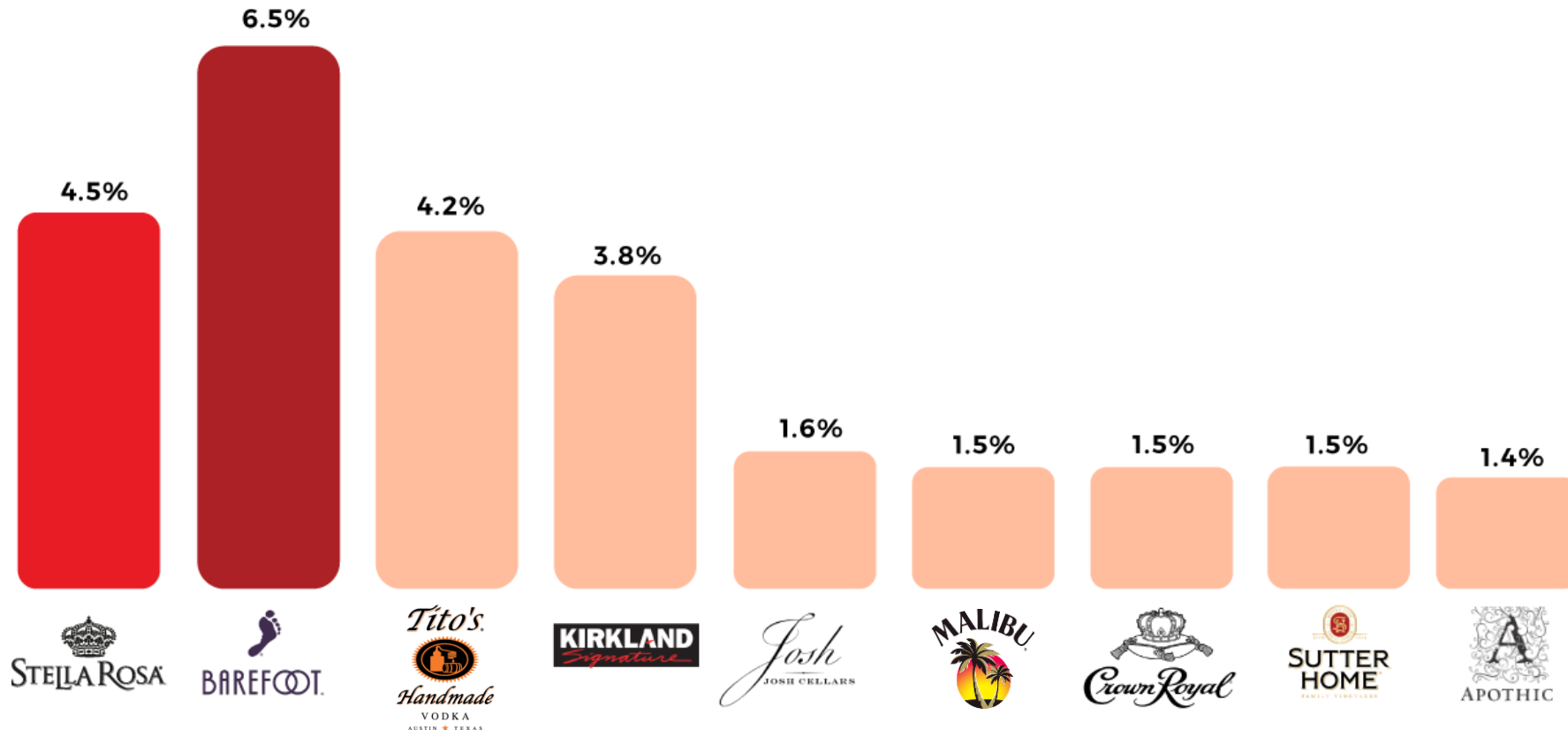
(\$30K-\$150K)



**Our consumers have a wide range of income levels and
Stella Rosa recruits young & multicultural.**

Stella Rosa is **recruiting beyond wine**.

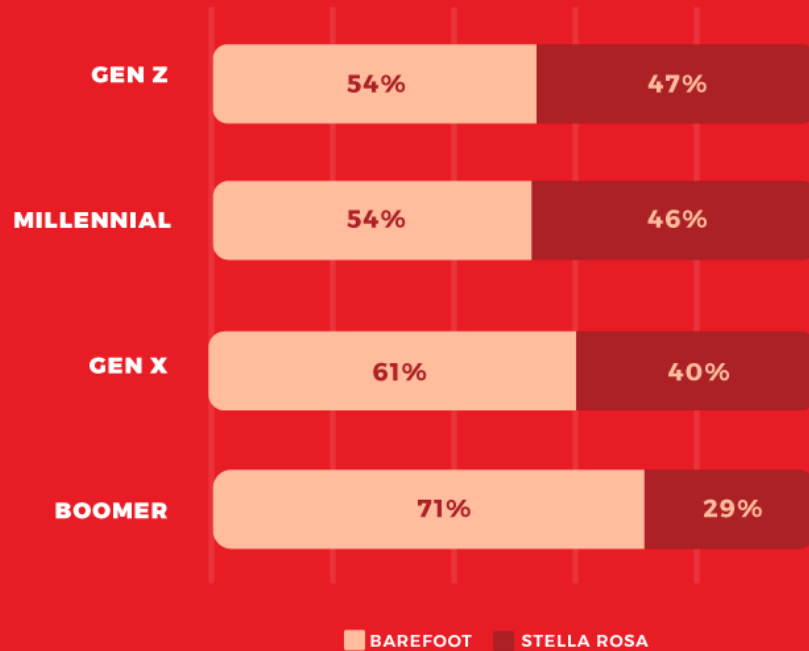
For 2025 to date, Stella Rosa is the **#2 brand across wine & spirits for first-ever alcohol purchases on Fetch**, behind only Barefoot.



Stella Rosa isn't just a wine gateway – it's one of the **top entry points into alcohol overall**, recruiting more first-time drinkers than Tito's, Malibu, Crown, and Apothic.

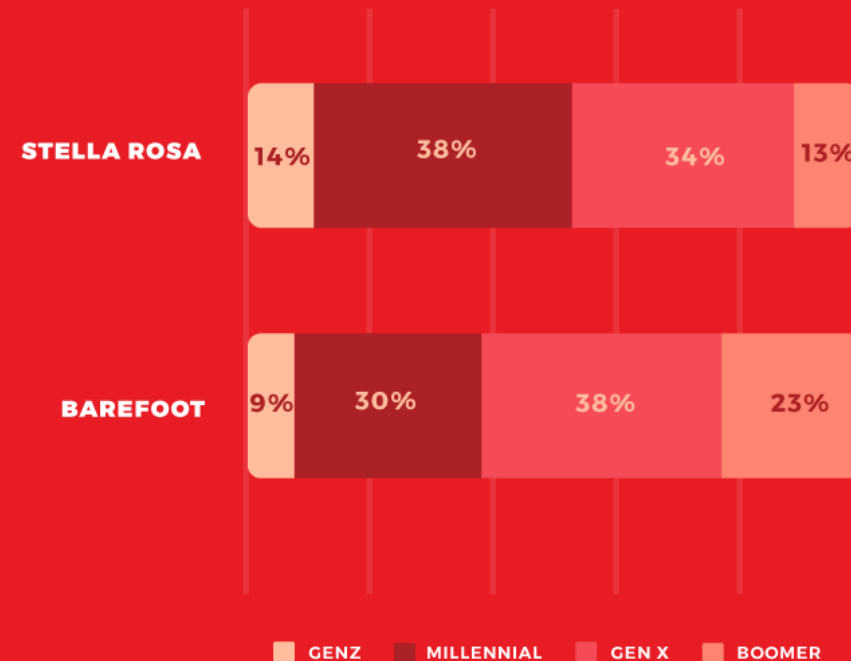
Stella Rosa brings younger drinkers to wine.

share new-to-wine trips by generation



Stella Rosa captures roughly **half of new-to-wine trips** among Gen Z and Millennials, nearly matching Barefoot; Barefoot's edge appears in older cohorts.

share of total wine trips by generation



Gen Z + Millennials are **52% of Stella Rosa trips** vs **39% for Barefoot** — a **+13.7-point** swing, or **36% more concentration** in younger cohorts. We're smaller overall, but we're **outpunching our weight** with younger drinkers.

Stella Rosa wins online.

STELLA ROSA



+7.1% YoY
ONLINE GROWTH



+12.5% YoY
PICK-UP GROWTH



TOTAL STILL WINE



+0.8% YoY
ONLINE GROWTH



+8.1% YoY
PICK-UP GROWTH



BAREFOOT



-17.4% YoY
ONLINE



-14.2% YoY
PICK-UP



A STELLA ROSA Built To Win Every Occasion



ENJOY
CHILLED



MADE WITH
REAL FRUIT
FLAVORS



NO SUGAR
ADDED



MADE IN
ITALY



LOW
ALCOHOL

CORE 6 FRIZZANTE



★
Lead Tier

Vast Consumer
Appeal

NON - ALCOHOLIC



★
**Wellness Movement
Better For You Category**

Sober Curious
Movement
Gen Z Recruitment

SPICY SERIES



★
**Innovation
& Relevance**

Multicultural

SPARKLING



★
**Occasion-Based
Celebratory**

Vast Consumer
Appeal

VS



★
**Premiumization
Affordable Luxury**

Vast Consumer
Appeal

CANS



★
**Convenience &
Trial (Sampling)**

Vast Consumer
Appeal
Gen Z
Recruitment



STELLA ROSA® WINES

Stella Rosa Wines is inspired by Italian tradition and crafted to deliver vibrant, quality, and approachable wines with broad appeal. Originating from the Piedmont region of Italy, the brand blends heritage winemaking with modern innovation. Known for fruit-forward flavors, low alcohol, and versatility, Stella Rosa offers options for every occasion—from frizzante classics to sparkling, and non-alcoholic. Rooted in family values, Stella Rosa continues to evolve while staying true to its distinctive style.



STELLA ROSA | FRIZZANTE

OVERVIEW

Our core collection of semi-sweet, semi-sparkling wines boasts distinctive, fruit-forward blends. With a profile unlike any other, these wines serve as a natural conversation starter and the centerpiece of every gathering.



STELLA ROSA | SPARKLING

OVERVIEW

The Stella Rosa Sparkling Collection features full-sparkling wines crafted via the Charmat method to achieve the perfect balance of sweetness and fizz. Bottled at peak freshness, these vibrant blends are ready to shine alongside your favorite charcuterie or desserts.



STELLA ROSA | *Naturals*

OVERVIEW

Discover the Naturals Collection: a non-alcoholic reimagining of our most popular flavors. It's the perfect choice for those seeking a mindful alternative without sacrificing the signature Stella Rosa fruit notes you love.



STELLA ROSA VS VERY SPECIAL COLLECTION

OVERVIEW

The Stella Rosa VS Collection features all-natural, sparkling white wines crafted from Glera grapes in the heart of Italy. With 11% alcohol by volume and no added sweetness, these dry Proseccos offer a refined, elevated expression of Stella Rosa. Crisp, clean, and effervescent, each bottle delivers delicate bubbles and natural fruit notes—perfect for toasting life's most sophisticated moments.



STELLA ROSA | SPICY SERIES

OVERVIEW

Stella Rosa's Spicy Series delivers a bold twist on our classic semi-sweet, semi-sparkling wines, infused with a subtle kick from Italian chili peppers. Crafted using cold fermentation to lock in freshness and delicate sweetness, each flavor is perfectly balanced with natural fruit and spice. Enjoy chilled on its own or mixed into a refreshing margarita for an extra spark.

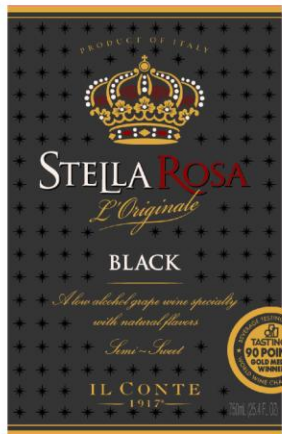


STELLA ROSA | CANS

OVERVIEW

Our 250ml cans pack the flavor you love into a sleek, go-anywhere design. Truly the ultimate in "can-venience," this collection of 9 signature flavors is ready to travel. From holiday parties to cozy nights in, take the Stellabration with you and make every sip memorable.

BLACK



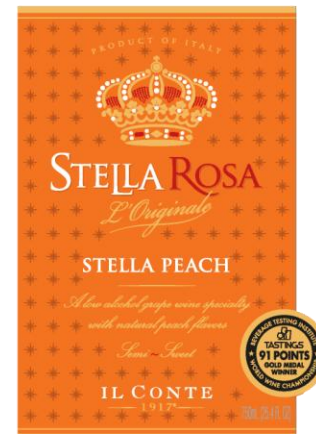
MOSCATO D'ASTI



RED



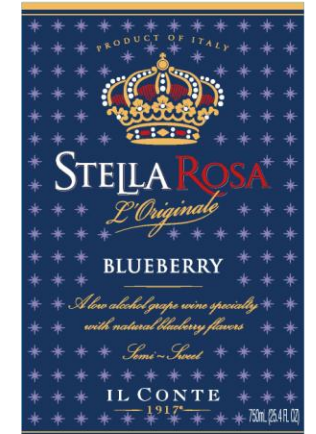
PEACH



ROSSO RED BERRY



BLUEBERRY



AWARDS

- * **94 points Gold Medal & Best Buy,** Tastings.com (Beverage Testing Institute)
- * **90 Points Gold Medal & Best Buy,** Tastings.com (Beverage Testing Institute)

- * **93 Points Gold Medal** Monterey Wine Competition
- * **91 Points Gold Medal** Los Angeles Intl. Wine Competition
- * **Gold Medal** Intl. Women's Wine Competition
- * **90 Points Gold Medal & Best Buy** Tastings.com (Beverage Testing Institute)

- * **91 Points Gold Medal** San Diego Intl. Wine Competition
- * **90 Points Gold Medal & Best Buy** Tastings.com (Beverage Testing Institute)
- * **Gold Medal** TEXSOM International Wine Awards
- * **95 Points Gold Medal, Best of Class** Los Angeles International Wine Competition

- * **91 Points Gold Medal & Best Buy** Tastings.com (Beverage Testing Institute)
- * **90 Points Gold Medal** Los Angeles International Wine Competition
- * **Gold Medal** Intl. Women's Wine Competition

- * **91 Points Gold Medal** San Diego Challenge Intl. Wine & Spirits
- * **90 Points Gold Medal & Best Buy** Tastings.com (Beverage Testing Institute)
- * **90 Points Gold Medal Best of Class** Los Angeles International Wine Competition
- * **Gold Medal** WSWA Wine & Spirits Competition

- * **93 Points Gold Medal & Best Buy** Tastings.com (Beverage Testing Institute)
- * **Silver Medal** LA International Wine Competition



STELLA ROSA® CORE 6

TOP SELLING SKUs

BLACK



✦
**Blackberry,
Blueberry,
and Raspberry**

**MOSCATO
D'ASTI**



✦
Pear and Apple

RED



✦
**Raspberry,
Strawberry,
and Red Plum**

PEACH



✦
Peach

**ROSSO
RED BERRY**



✦
**Strawberry
and Red Berries**

BLUEBERRY



✦
Blueberry

White Grape Varietals: Moscato d'Asti | **Red Grape Varietals:** Barbera d'Asti, Brachetto d'Acqui

STELLA ROSA® | FRIZZANTE



SKUs:



ENJOY
CHILLED



MADE WITH
REAL FRUIT
FLAVORS



NO SUGAR
ADDED



MADE IN
ITALY



LOW
ALCOHOL

ABOUT THE COLLECTION

The Stella Rosa Frizzante Collection is a lively and refreshing line of semi-sparkling wines crafted for those who love a touch of fizz with bold, fruit-forward flavor. Lightly effervescent and irresistibly smooth, each varietal offers a playful twist on classic Italian style, perfect for sipping chilled, toasting with friends, or pairing with your favorite bites. With vibrant notes and a clean finish, Stella Rosa Frizzante brings a bubbly burst of fun to every moment.

WHY STELLA ROSA FRIZZANTE

- Stella Rosa is the **#2 imported Italian wine brand**.
- Stella Rosa® is America's favorite semi-sweet, semi-sparkling wine from Piedmont, Italy.
- We dominate the category - **5 of our skus make up the Top 100 wine skus**
- Our wines are made from premium Moscato, Brachetto, and Barbera grapes and distillates sourced from high-quality fruits.
- Stella Rosa produces flavors that consumers WANT!



*Additional 20+ innovative, semi-sweet flavors

STELLA ROSA® CANS



ABOUT THE COLLECTION

Stella Rosa 250ml cans bottle the essence of Stellabration in a convenient and stylish package. These cans put the "can" in convenience featuring a collection of 9 Stella Rosa flavors, each carefully crafted to bring joy to your taste buds. With this collection, you can bring the party wherever you go, creating memorable moments with every sip.

Indulge in the signature sweetness and effervescence of Stella Rosa, now in a compact and portable form! Grab a can, pop it open, and let the Stellabration begin!

WHY STELLA ROSA CANS?

- Stella Rosa cans are CAN-venient!
- **9 of the top 10** 250ml 2-pack wines are from Stella Rosa.
- The #1 250ML 2-pack wine SKU is Stella Rosa Black.
- Stella Rosa holds the **#3 spot** in 250ml wine dollar sales.
- Stella Rosa contributed **\$6M** to the category in 2024.



ENJOY
CHILLED



MADE WITH
REAL FRUIT
FLAVORS



NO SUGAR
ADDED



MADE IN
ITALY



LOW
ALCOHOL

SKUs:



STELLA ROSA | *Naturals* (NON-ALCOHOLIC)



ENJOY
CHILLED



MADE WITH
REAL FRUIT
FLAVORS



NO SUGAR
ADDED



MADE IN
ITALY



NON
ALCOHOLIC

SKUs:

ABOUT THE COLLECTION

This new and unique collection is comprised of non-alcoholic versions of popular Stella Rosa flavors. The Naturals Collection is available for those seeking a healthier alternative, without compromising the special Stella Rosa fruit flavors they enjoy.

WHY STELLA ROSA NATURALS?

- **Sober curiosity** during the holiday season drives positive momentum for retailers leading into Dry January.
- Stella Rosa Naturals is the **#4 selling brand** in the non-alcoholic wine category.
- Non-Alcoholic Wine is a **\$95M category** up 24.1% from a year ago.
- In 2024, Stella Rosa Non-Alcoholic Wines generated **\$5.13 million in sales**, representing a **9.4% increase compared to 2023**.





NON ALCOHOLIC PRODUCTION PROCESS



1 HARVEST



2 BLENDING



3 STORAGE



4 FILTERING & FLAVORING



5 BOTTLING



6 FINAL PRODUCT



1 HARVEST

White Moscato grapes are hand-harvested at the end of August or early September and promptly transported to the winery. Preserving the berries intact is crucial (hence the manual harvest), ensuring they are pressed within hours of harvesting to enhance the grapes' aromatic and sensory qualities.



3 STORAGE

The liquid we are left with, or free-run must, is stored in stainless steel tanks at 0°C.



5 BOTTLING

Highspeed bottling occurs under sanitary and tight conditions to help deliver the wine while it is fresh and bright, ready to be consumed.



2 BLENDING

The grapes undergo gentle pressing using a special press. Unlike traditional methods where metal plates press the grapes, Stella Rosa products utilize a unique approach with two air-inflated bags. This gentler method is crucial for preserving the grapes' sensory characteristics, ensuring a smoother process.



4 FILTERING & FLAVORING

This liquid is then microfiltered several times to remove all the yeast cells and avoid fermentation. The natural flavors and CO2 are added to the blend and then refined for 15-20 days.



6 FINAL PRODUCT

Serve chilled & enjoy!



STELLA ROSA | SPICY SERIES



ABOUT THE COLLECTION

Stella Rosa's Spicy Series delivers a bold twist on our classic semi-sweet, semi-sparkling wines, infused with a subtle kick from Italian chili peppers. Crafted using cold fermentation to lock in freshness and delicate sweetness, each flavor is perfectly balanced with natural fruit and spice. Enjoy chilled on its own or mixed into a refreshing margarita for an extra spark.

WHY SPICY SERIES

- Stella Rosa Spicy Series is America's first and only semi-spicy wine.
- Since its launch in Feb 2023, Stella Rosa spicy wines have generated over **\$13M+** in sales.
- The semi-sweet, semi-sparkling, semi-spicy flavor profiles make these the perfect wines for low-ABV spicy margaritas, contributing to their versatility and mixability.



ENJOY
CHILLED



MADE WITH
REAL FRUIT
FLAVORS



NO SUGAR
ADDED



MADE IN
ITALY



LOW
ALCOHOL

SKUs:



NIQ: Top 5 New Items, ITEMS in Total US xAOC; Cal Yr 2023 - w/e 12/30/23

Nielsen: Total US xAOC + Liquor Open State + Conv; 2023 Feb. Thru 2025 March

STELLA ROSA | SPARKLING



ENJOY
CHILLED



MADE WITH
REAL FRUIT
FLAVORS



NO SUGAR
ADDED



MADE IN
ITALY



LOW
ALCOHOL

SKUs:

ABOUT THE COLLECTION

The Stella Rosa Sparkling Collection features full-sparkling wines crafted to elevate life's biggest moments. Made using the Charmat method, each wine naturally develops its vibrant bubbles during fermentation in pressurized tanks, capturing both flavor and effervescence in perfect harmony. Once the ideal sweetness is reached, the wine is gently bottled to preserve its freshness and sparkle. Enjoy chilled alongside desserts, appetizers, or charcuterie, and raise a glass to every celebration.

WHY STELLA ROSA SPARKLING?

- The Italian sparkling wine category accounts for **\$1B and accounts for 40% of the total sparkling wine category.**
- Italy is the #1 country of origin for sparkling wine in the US Off-Premise market.
- Italian sparkling wines have gained 7.3 points in dollar share.



STELLA ROSA VS

VERY SPECIAL COLLECTION



ABOUT THE COLLECTION

The Stella Rosa VS Collection features all-natural, sparkling white wines crafted from Glera grapes in the heart of Italy. With 11% alcohol by volume and no added sweetness, these dry Proseccos offer a refined, elevated expression of Stella Rosa. Crisp, clean, and effervescent, each bottle delivers delicate bubbles and natural fruit notes—perfect for toasting life's most sophisticated moments.

WHY STELLA ROSA VS?

- The Italian sparkling wine category accounts for **\$1B and accounts for 40% of the total sparkling wine category.**
- Italy is the #1 country of origin for sparkling wine in the US Off-Premise market.
- Italian sparkling wines have gained 7.3 points in dollar share.
- Stella Rosa VS taps into this momentum with a premium, dry Prosecco crafted from Glera grapes in Italy. It combines the sophistication today's consumers crave with the trusted Stella Rosa name they already love.



AGED IN OAK



100% NATURAL



11% ABV



GLUTEN FREE

SKUs:



STELLA ROSA | KOSHER



ABOUT THE COLLECTION

The Stella Rosa Kosher Collection brings a fresh, flavorful twist to tradition with three vibrant, semi-sweet, and semi-sparkling wines: Pomegranate, Blueberry, and Peach. Certified Kosher, Mevushal, and Kosher for Passover, each wine is crafted in Italy from premium Moscato grapes and infused with natural fruit flavors. With a smooth 5.5% ABV, these wines are perfect for holidays, celebrations, and everyday enjoyment—offering a delicious, certified option that blends faith, flavor, and fun.

WHY STELLA ROSA KOSHER?

- The Kosher wine category is a \$420MM market, experiencing +8..6% growth in dollar sales.
- The Kosher seal signals inclusivity, quality, and mindfulness, expanding Stella Rosa's reach to observant Jewish consumers, clean-label seekers, and better-for-you wine drinkers.
- Stella Rosa buyers drink during celebrations and the holidays. Kosher provides a meaningful, occasion-driven way to re-engage lapsed buyers.



ENJOY
CHILLED



NO SUGAR
ADDED



GLUTEN
FREE



MADE IN
ITALY

SKUs:



PRICE CHANNEL & STRATEGY

BUILT FOR SCALE

- ✦ Accessible pricing aligns with Stella Rosa's core shoppers
- ✦ Strong off-premise performance across grocery, mass, liquor, and convenience
- ✦ +7.1% YoY online growth, outperforming total still wine
- ✦ +12.5% YoY pickup growth, vs category growth of 8.1%

WHY STELLA ROSA WINS

- ✦ #1 Flavored Wine Brand with unmatched flavor variety
- ✦ Over-indexes with Gen Z & Millennials compared to legacy wine brands
- ✦ Recruits more first-time alcohol buyers than other brands.
- ✦ Competes successfully beyond wine as a top alcohol entry point

COMPETITIVE SET



Riunite
Lambrusco
750ml
\$6.99



Cupcake
Vineyards
Moscato
750ml
\$10.99



Barefoot
Moscato
750ml
\$9.99



Yellowtail
Moscato
750ml
\$5.49



Apothic Red
750ml
\$11.59



Everyday Price
\$10.99-\$12.99

Brand Overview

WHY?

- ★ Stella Rosa Buyers are **more valuable** than the average Wine & RTD buyer, with **more category trips**, **more spend**, and **larger baskets***
- ★ **8.2% household penetration!** **8+ out of every 100 homes** have chosen Stella Rosa**

GOAL:

Establish Stella Rosa as the #1 selling wine brand across the wine industry.



Frizzante



Spicy Series (Frizzante Style)



Non-Alcoholic



Sparkling



Cans

COMPETITORS	Total Wine Category: - Barefoot - Josh Specialty/Fruit Flavored Wine Category: - Barefoot Fruitscato - Roscato - Oliver - Bartenura	Non-Alcoholic Brands: - Sutter Home Fre - Ariel - Mionetto - Frexinet	Sweet Sparkling (Cranberry, Moscato Rose, Black) - Roscato - Cupcake Sparkling Rose Prosecco - La Marca - Luc Bellaire	Wine in Can Brands - Underwood - House Wine
	750ml - \$12.99/\$11.99 1.5L - \$25.99/\$24.99 187ml's (2pk) - E/D \$5.99/\$4.99 250ml's (2pk) - E/D \$5.99 - Promo \$4.99 375ml's - \$7.99/\$8.99	Naturals - \$10.99/\$9.99 Naturals Sparkling - \$12.99/\$11.99	Sweet Sparkling \$17.99/\$15.99 Prosecco/Prosecco Rose \$17.99/\$15.99 Prosecco Gold VS/Prosecco Rose VS - \$27.99/\$24.99	E/D \$6.99/\$5.99 - Promo \$4.99

Primary Displays



High Traffic: 40+ cases



Medium Traffic: 24+ cases



Low Traffic: 12+ cases

Primary Display - Core 6 " + 2" Display Standards



HT Displays
40 - 50 case average



MT Displays
24 - 36 case average



LT Displays
12 - 24 case average

Product Mix:

- 85% of display with "Core 6"
 - Black (1/3 of displayed cases)
 - Moscato d' Asti DOCG
 - Peach
 - Red
 - Rosso Red Berry
 - Blueberry
- + 15% of display with additional items
 - Drive Innovation
 - New POD opportunity
 - Trending SKUs
 - Regionally Relevant SKUs

"Core 6"



Secondary Display Standards (In addition to primary display in the store)



HT Displays
9 to 12 case average



MT Displays
6 to 9 case average

Product Mix:

- Mix will vary by program
- Focus on Black and +2 SKUs



High Traffic: 9+ cs



Medium Traffic: 6+ cs

STELLA ROSA® ON-PREMISE SOLUTIONS

THREE Easy Ways to Serve Stella Rosa *Simple. Scalable. Social.*



Stella Rosa On the Rocks or Chilled

- **Serve:** BTG in Stella Rosa-branded acrylic glassware.
- **Featured SKU:** Stella Rosa Black 750ml.
- **Description:** Refreshing, chilled, and ready-to-pour. Ideal for happy hour or Power Hour specials.
- **Suggested price point:** \$6-\$7 per glass.



The Stellarita

- 1.5 oz Tequila Blanco
- 0.5 oz Triple Sec
- 2 oz Fresh Lime Juice
- 2 oz Simple Syrup
- Fill with ice; insert Stella Rosa 187ml mini bottle
- Garnish with fruit & salt/tajin rim

The 32 oz Stellarita

- **Serve:** 32 oz schooner with an inverted 187ml mini Stella Rosa bottle with a branded clip.
- **Featured SKU:** 187ml Stella Rosa Black, Rosso, Peach
- **Suggested Name:** The Stellarita
- **Suggested price point:** \$14-\$16



Stella Rosa Sangria Bowl

- 12 oz Stella Rosa Black
- 2 oz Stella Rosa Smooth Black Brandy
- 2 oz Triple Sec
- 4 oz Fresh OJ
- 2 oz Lemon Juice
- 2 oz Simple Syrup
- Top with Soda Water
- Garnish with orange slices, lemon slices, blackberries
- Ice to fill

Stella Rosa Sangria Bowls

- **Serve:** Shared serve in Stella Rosa branded sangria pitcher or punch bowl.
- **Featured SKU:** Stella Rosa Black 750ml, Stella Rosa Moscato D'Asti 750ml, Stella Rosa Peach 750ml
- **Why it Works:** Eye-catching, easy batch prep for patios and large parties.
- **Suggested price point:** \$20-\$25 per pitcher/bowl

WHAT'S NEXT

WHERE WE'RE PLACING OUR BETS

- ✦ Continued expansion in non-alcoholic and premium-adjacent wines.
- ✦ Innovation aligned with fast-growing Gen Z and Millennial cohorts.
- ✦ Leveraging recruitment strength to fuel long-term category growth.





NEW SKUS





STELLA ROSA

SPARKLING

**NEW SKU &
NEW LOOK**





NEW FOR 2026



STELLA ROSA® | CANS

NEW LOOK!



STELLA ROSA
Naturals | **CANS**

NEW FORMAT!
NEW SKUS!



STELLA ROSA®

IT'S MORE THAN A BRAND – IT'S A LIFESTYLE.

THANK YOU

