



CLARO

THE CLARO CHOICE TO POWER GROWTH

Introducing Stella Claro, the latest addition to Stella Rosa's Frizzante line, crafted to captivate with its vibrant White Moscato flavor. As the brand that powers growth and drives unmatched shopper loyalty, Stella Rosa® continues to elevate the category, delivering significant value and engaging consumers like never before.

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



6 SKUs ranked in the **TOP 100 WINES**

Stella Rosa® is a top imported wine brand with **\$318M** in sales.

Nielsen IQ: Total US xAOC;
Latest 52 weeks ending 11/2/24

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

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

Moscato
Italy
6%
10%
Peach and honey
Charmat Style pressurized tanks

NEW FLAVOR



#1
FLAVORED WINE

#5
WINE BRAND

Nielsen IQ: Total US xAOC;
Convenience + Liquor
- CYTD - 11/2/24

Stella Rosa Buyer

vs.

Average Wine & RTD Buyer

Average Annual Wine & RTD Trips

22.0 **18.5**

Average Annual Wine & RTD Spend

\$438 **\$395**

Average items in Wine & RTD Basket

10.6 **9.6**

†Numerator Insights, Point of Entry Report, Point of Entry Buyers n=15372. Stella Rosa Point of Entry Buyers n=975. 12 Months Ending 7/31/2024 *NIQ: Total USx AOC + Liquor Open State + Conv; Latest 52 weeks ending 9-14-24

Stella Rosa® Claro

is crafted exclusively from premium Moscato grapes, delivering a naturally sweet, fruit-forward taste. Serve chilled by-the-glass, pour over ice, or mix with your favorite spirit for a refreshing, all-natural cocktail.



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Stella Rosa® is Growing The Wine Category
27%
OF CONSUMERS
ARE NEW TO WINE

MADE IN ITALY
ENJOY CHILLED