

THE SPIRIT OF STELLA ROSA®

STELLA ROSA®

PREMIUM IMPORTED BRANDY

BUTTER TOFFEE BRANDY

Taste the distinct elegance of Stella Rosa® Butter Toffee Brandy, handcrafted with fresh and natural ingredients from the hills of Northern Italy.

Brandy is a **POWERFUL** segment
with **\$337M** sales
in the Brandy/Cognac category

Market: Total US MULO, Time period: Latest 52 weeks ending 6-11-23

ITALIAN
BRANDY
IS UP

103%

Nielsen TTL US XAOC PLUS PACKAGE SPIRITS 52 WK PE 071523

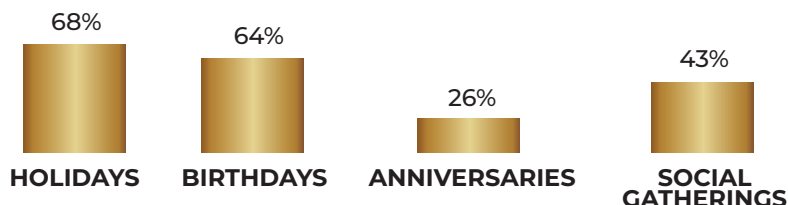
IMPORTED
BRANDY
MAKES UP

80%

OF THE TOTAL CATEGORY
DOLLAR SHARE

Nielsen TTL US XAOC PLUS PACKAGE SPIRITS 52 WK PE 071523

Brandy is the perfect beverage for gifting year round



Drizly 2023
Alcohol Trends

NEW!



STANDOUT ICONIC PACKAGING
DRIVES UPSCALE IMAGE & PURCHASE OCCASION

STELLA ROSA® BUTTER TOFFEE BRANDY

TOFFEE
NUTMEG
BROWN SUGAR

70

PROOF

35

ABV



ITALIAN IMPORT



SMALL BATCH



ENJOY NEAT OR MIXED



100% NATURAL