



STELLA ROSA®

PREMIUM IMPORTED CREAM LIQUEUR

Taste the distinct elegance of Stella Rosa® Chocolate Hazelnut Cream Liqueur, handcrafted with fresh and natural ingredients from the hills of Northern Italy.

CORDIALS ARE A POWERFUL

\$2.3B

CATEGORY AND CREAM
CORDIALS MAKE UP 26%

NIQ: Total US xAOC + Liquor Open State + Conv: Latest 52 weeks ending 5/7/25

CREAM CORDIAL IS A

\$597M

WITH **2.3M CASES SOLD ANNUALLY** -
A SUBSTANTIAL AND RELIABLE SEGMENT
WITH CONSISTENT CONSUMER DEMAND.

NIQ: Total US xAOC + Liquor Open State + Conv: Latest 52 weeks ending 2/15/25

THE SUPER PREMIUM SEGMENT
WITHIN CREAM CORDIALS IS A

\$45M SEGMENT

IT IS ALSO THE FASTEST-GROWING
SEGMENT, **UP 5.1% VS. YA**

NIQ: Total US xAOC + Liquor Open State + Conv: Latest 52 weeks ending 2/15/25

CHOCOLATE HAZELNUT CREAM LIQUEUR IS PERFECT FOR GIFTING YEAR ROUND

**Christmas • Valentine's Day • Thanksgiving
New Years • Birthdays • Anniversaries**

STANDOUT ICONIC PACKAGING
DRIVES UPSCALE IMAGE & PURCHASE INTENT



BEST LIQUEUR GOLD MEDAL 2025

Alcohol: 17%
Color: Light mocha brown
Taste: Rich Chocolate,
Toasted Hazelnut and Vanilla.
Serving Temperature: 40°F



ITALIAN IMPORT



SMALL BATCH



ENJOY CHILLED
OR ON THE ROCKS