

We are committed to elevating the LGBTQ community, and spreading love and acceptance both within and beyond our brand. This year, we are proud partners of GLAAD. GLAAD rewrites the script for LGBTQ acceptance by ensuring fair, accurate, and inclusive representations of the LGBTQ community in media and entertainment. We will be donating **\$150,000** to this amazing organization to continue creating a world where everyone can live the life they love this Pride, and always.



1.5L

Stella Rosa Black

Flavors: Blackberry, blueberry, and raspberry
Primary Grape Varietal: Brachetto
Alcohol: 5.5%
Residual Sugar: 14%



1.5L 750ml

Stella Rosa Prosecco

Flavors: Bosc pear, yellow apple, and lemon
Primary Grape Varietal: Glera
Alcohol: 11%
Residual Sugar: 1.5%

Stella Rosa® Stellabrates® love and inclusion every day!

- More Americans identify as LGBTQ+ than ever before; new polling data estimates that **7%** of the US population identifies as LGBTQ+*
- Pride is important to the LGBTQ+ community, but it's not the summation of what it means to be LGBTQ+*
 - As an ally, Stella Rosa® is **committed** to driving awareness and inclusion all year.
 - The Love Series represents **acceptance, support,** and **Stellabration** for the LGBTQ+ community.
 - Riboli Family Wines is rooted in **family values**, not only as business owners, but also as fathers, mothers, sons, and daughters.

Why Stella Rosa® Love Series?

Stella Rosa® is Growing the Wine Category**

- **27%** of New Stella Rosa® Buyers are **New to the Wine Category**
- We are the **GATEWAY** product that brings new consumers to Wine
- When Stella Rosa® is in the Basket, consumers spend **1.7x MORE**
- Average basket is **\$113.23**

TOTAL US X AOC
• #4 Total Wine Brand • #1 Imported and Italian Brand • #2 750ml Brand • 6 SKUs in the Top 100
Source: Nielsen IQ – Total US xAOC + Convenience + Liquor – CYTD – 12/3/22

*Mintel, (2022). Understanding LGBTQ+ Communities – US, 2022. [Market report].
 **Nielsen Homescan Premium, L52 W/E 5/21/22 vs. YA, Table and Refreshment Wine, Stella Rosa 750ML Buyers, EQ=750ML, Total Outlets
 **Source: Nielsen Homescan Shopper Basket – 11/22



Stella Rosa Black 1.5L



SAGE Product Code
63367CRV



Stella Rosa Prosecco 1.5L



SAGE Product Code
63061



Stella Rosa Prosecco 750ml



SAGE Product Code
63236

Marketing Support

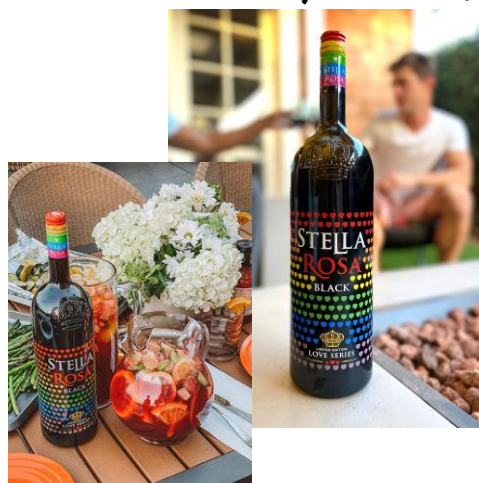
Billboard



Point of Sale



Lifestyle Photography



And more...

Radio: Broadcast,
Spotify, Pandora
Social Media