



BLACK &
CRANBERRY
TWO-PACK



ENJOY
CHILLED



NO ADDED
PRESERVATIVES



LOW
ALCOHOL



GLUTEN
FREE

STELLA ROSA® POWERS GROWTH

Stella Rosa® drives stronger loyalty and delivers significant value, boosting category performance and shopper engagement.

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

Source: NIQ; Total US xAOC; Latest 52 weeks ending 12/27/25

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

#1
**FLAVORED
WINE BRAND**

Source: NIQ; Total US xAOC;
Latest 52 weeks ending
12/27/25

Introducing THE STELLA ROSA BLACK & CRANBERRY TWO-PACK A CLASSIC MEETS THE NEXT FAVORITE



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

Stella Rosa Black
RANKS #8
among all wine SKUs

Source: NIQ; Total US xAOC; Latest 52 weeks ending 12/27/25

Stella Rosa Cranberry
is GROWING +3.8%
compared to
one year ago.

NIQ; Total US xAOC; Latest 52 weeks ending 12/27/25

Stella Rosa® Black

is a proprietary blend of several red grape varietals including Brachetto, infused with natural flavors of blackberry, blueberry, and raspberry. This wine provides notes of jammy dark berries, bursting on the palate.

Stella Rosa® Cranberry

is a proprietary blend of several red grape varietals including Brachetto infused with natural cranberry flavor, making this wine truly unique.

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

Source: Numerator Insights-Brand
Diagnostics and New Buyers Analysis P12ME
12/31/2024

MADE IN ITALY
ENJOY CHILLED