



STELLA ROSA®

PREMIUM IMPORTED SPIRITS



STELLA ROSA SPIRITS 2026 PLAYBOOK

AUGUST 2026

WHY: Recruit new consumers and existing Stella Rosa consumers to the brown spirits category with an approachable, unique, fruit-forward flavor profile and mixability.

GOAL: Become the #1 Super Premium Imported Brandy in the United States.



Tropical Passion

Smooth Black

Honey Peach

Butter Toffee

EVERYDAY RETAIL:
\$24.99



70 PROOF



35% ABV



100% NATURAL



ENJOY CHILLED
OR MIXED



Hennessy

750 ml
\$35.99



Ciroc

750 ml
\$39.99



Courvoisier

750 ml
\$29.99



Martell VS

750 ml
\$40.00



D'usse VSOP

750 ml
\$59.99

COMPETITIVE SET

IMPORTED BRANDY/COGNAC



SHELF PLACEMENT GUIDELINES

Secure a minimum of four total shelf facings to ensure flavor offerings are visible.

- Priority #1: SMOOTH BLACK
- Priority #2: HONEY PEACH
- Priority #3: TROPICAL PASSION
- Priority #4: BUTTER TOFFEE

SHELF SET GUIDELINES

Ensure product is in line with competitive set.

1. Place on imported brandies/cognac shelf set
2. Adjacent to Hennessy, Remy Martin, and Ciroc VS
3. Secure on mid to top shelf
4. Stella Smooth Black (Hero Driver) closest to Ciroc VS

BRANDY DISPLAY GUIDELINES



HIGH TRAFFIC:
12+ CASES



MEDIUM TRAFFIC:
8+ CASES



LOW TRAFFIC:
6+ CASES



4-CASE DISPLAY
RACK

SKU PRIORITY

PRODUCT MIX:

SMOOTH BLACK **40%**
HONEY PEACH **20%**
TROPICAL PASSION **20%**
BUTTER TOFFEE **20%**

**MERCHANDISE BRANDY WITH
STELLA ROSA CREAM LIQUEURS**

OFF PREMISE PRIORITIES



Smooth Black

Honey Peach

Tropical Passion

Butter Toffee

SKU PRIORITY

- Priority #1:** SMOOTH BLACK
- Priority #2:** HONEY PEACH
- Priority #3:** TROPICAL PASSION
- Priority #4:** BUTTER TOFFEE

INDEPENDENTS

Shelf set with four facings (one of each SKU) and incremental cold box facing. Seek incremental displays.

GROCERY

- Priority SKUs in distribution
- Smooth Black in Cold Box

COLD BOX GUIDELINES:

**Secure a
minimum of
two SKUs**

Priority #1: SMOOTH BLACK
Priority #2: HONEY PEACH

TARGET ON PREMISE ACCOUNTS:

1. Lounges/Bars
2. Restaurants
3. Nightclubs

COCKTAIL FOCUS:

Stella Rosa Brandy is proud to introduce our newest signature serve cocktail, the **Stella Rosa Sidecar**.

Crafted with just three simple yet classic ingredients, this cocktail embodies the essence of our premium imported brandy while offering a modern twist on a beloved classic.

Our **Liquid-to-Lips** program is designed to make the Stella Rosa Sidecar accessible and irresistible for on-premise consumers, showcasing the unique flavors of Stella Rosa Brandy in an approachable and enticing way.



STELLA ROSA[®] SIDE CAR



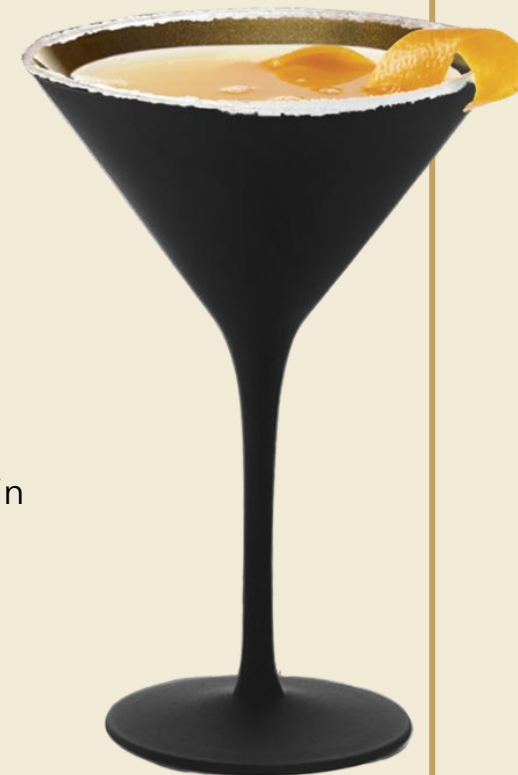
2 oz Stella Rosa Honey Peach Brandy

.75 oz Orange Liqueur

.75 oz Lemon Juice

Shake ingredients over ice and strain into a martini/coupe glass.

Garnish with an orange twist.



BRANDY UPCS

SMOOTH BLACK



HONEY PEACH



TROPICAL PASSION



BUTTER TOFFEE



50ML TRIO



50ML
COUNTER PACK
(4 X 12)



GOAL: Become the leading premium cream liqueur brand that redefines indulgence by blending exceptional taste, standout packaging and cultural authenticity.

WHY?: People don't just crave a drink - they crave an experience. Our mission is to create moments of comfort, connection, and celebration through a rich, smooth cream liqueur where flavor meets tradition while elevating everyday enjoyment.



EVERYDAY RETAIL:
\$34.99/29.99



RumChata

750 ml
\$24.99

Mozart

750 ml
\$33.99

Somrus

750 ml
\$27.99

Disaronno

750 ml
\$24.99

COMPETITIVE SET



34 PROOF



17% ABV



ENJOY CHILLED
OR MIXED

CREAM LIQUEURS



SKU PRIORITY

- Priority #1: Pistachio**
- Priority #2: Chocolate Hazelnut**
- Priority #3: Salted Caramel**
- Priority #4: Milk Chocolate**

INDEPENDENTS

Shelf set with minimum four facings (one of each SKU) and an incremental cold box facing. Seek incremental displays during Holidays.

GROCERY

Shelf set with 4 facings (one of each SKU). Seek seasonal displays during Holidays.

CREAM LIQUEUR DISPLAY STANDARDS



HIGH TRAFFIC:
12+ CASES



MEDIUM TRAFFIC:
8+ CASES



4-CASE DISPLAY
RACK


STELLA ROSA
PREMIUM IMPORTED SPIRITS



TARGET ON PREMISE ACCOUNTS:

1. Lounges/Bars
2. Restaurants
3. Nightclubs

COCKTAIL FOCUS:

Stella Rosa Cream Liqueur is proud to introduce our newest signature serve cocktail, **Pistachio Espresso Martini**.

Simplicity is key in the crafting of this cocktail to allow the ingredients, in particular Stella Rosa Pistachio Cream Liqueur, to shine.

With the rise in popularity of Espresso Martinis over the last 8 years, this is a familiar, yet elevated version of an Espresso Martini with the inclusion of trending pistachio flavors to give consumers decadence and elegance in a glass.

PISTACHIO ESPRESSO MARTINI

2 oz Stella Rosa Pistachio Cream Liqueur

1 oz Vodka

1 oz Freshly Brewed Espresso

.5 oz Coffee Liqueur
(optional for depth)

Pistachio powder (garnish)

Shake ingredients over ice and strain into a martini/coupe glass.

Garnish with a light dusting of pistachio powder or coffee beans.



CREAM LIQUEUR UPCS

PISTACHIO
CREAM LIQUEUR



CHOCOLATE HAZELNUT
CREAM LIQUEUR



SALTED CARAMEL
CREAM LIQUEUR



MILK CHOCOLATE
CREAM LIQUEUR





SEASONAL SIP COCKTAIL BOOKLET

[CLICK FOR BRANDFOLDER LINK](https://brandfolder.com/riboliwines/#!asset/5jfs5xpc3jbm84c7w6mmt8)

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