



250ML CANS



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.

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



8 SKUs ranked in the
TOP 100 WINES
in our price segment.

Source: NIQ; Total US xAOC, Dollar Sales, 750ml,
\$10-14.99, Latest 52 weeks ending 1/11/2025



#1 **IMPORTED
WINE BRAND**

Source: NIQ; Total US
xAOC; Latest 52 weeks
ending 1/11/25

Stellabrate®
convenience.

WITH OUR 250ML ALUMINUM CANS



BLACK	BLACK CHERRY	BLUEBERRY	PEACH	PINEAPPLE	PINK	RUBY ROSÉ GRAPEFRUIT	TROPICAL MANGO	WATERMELON
Alcohol: 5% Residual Sugar: 90 g/L Ripe blackberry, blueberry, and raspberry	Alcohol: 5% Residual Sugar: 100 g/L Fresh black cherry	Alcohol: 5% Residual Sugar: 100 g/L Fresh, rich blueberry	Alcohol: 5% Residual Sugar: 100 g/L Luscious yellow peach and apricot	Alcohol: 5% Residual Sugar: 120 g/L Tropical pineapple	Alcohol: 5% Residual Sugar: 100 g/L Strawberry and rose petal	Alcohol: 5% Residual Sugar: 100 g/L Sweet grapefruit with notes of rose	Alcohol: 5% Residual Sugar: 100 g/L Ripe mango and exotic passionfruit	Alcohol: 5% Residual Sugar: 120 g/L Fresh watermelon



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**

RIBOLI FAMILY WINES

STELLAROSAWINES.COM

For more information, please contact
your local sales representative