



STELLA ROSA®



Stellabration Assortment

From America's #1 Imported Wine.
Enjoy our multi-flavor pack and taste
a selection of our award-winning frizzante.

What's inside

ROSSO:

Fresh strawberry and red berry.

PEACH:

White peach and honey.

BERRY:

Wild strawberry, blackberry, and red berry.

LEMON LIME:

Fresh lemons and limes.

BLACK:

Blackberry, blueberry, and raspberry.



Low
Alcohol

Low
Calorie

Thinking of the consumer

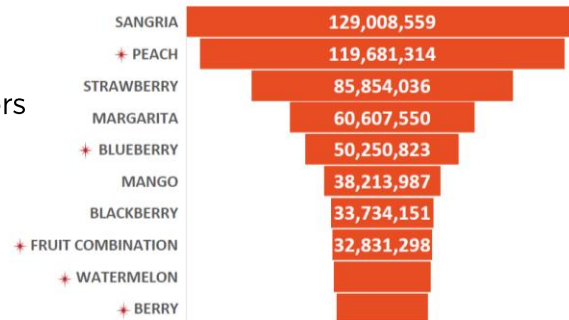
- This unique 5pk includes the flavors that consumers **want!**
 - It includes the top wine flavors of 2022 (Peach, Fruit Combination, Berry) along with one of the top 10 growing flavors of 2022 (Lemon-Lime).
- Stella Rosa has a **diverse** portfolio to meet all consumer needs.

Why Stella Rosa®?

Stella Rosa® is Growing in 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.**

TOP WINE FLAVORS 2022



Source: 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

SAGE # 63507CRV

5 PACK UPC-



CARTON ITF-
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Riboli Family Wine Estates
737 Lamar Street, Los Angeles, CA 90031
Phone: 323.223.1401 www.riboliwines.com

Contact your Sales Representative
for more information.



RIBOLI FAMILY
WINES