



PEACH

NON ALCOHOLIC



ENJOY
CHILLED



NO ADDED
PRESERVATIVES



VEGAN
FRIENDLY



GLUTEN
FREE

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



This category has doubled
OVER 3 YEARS

The Non-Alcoholic Wine
category is expanding
rapidly, reaching

\$95M

in the U.S. off-premise market,
with double-digit growth:

+24% GROWTH VS. 1 YR AGO
+54% GROWTH VS. 2 YRS AGO
+86% GROWTH VS. 3 YRS AGO

Nielson IQ; Total US xAOC + Liquor Open
State + Conv; Latest 52 weeks ending 3/8/25

**SEMI-SWEET
SEMI-SPARKLING**
WITH NOTES OF
PEACH

Primary Grape Variety:
Country of Origin:
Residual Sugar:
Real Fruit Blend Attributes:
Fermentation Method:

Moscato
Italy
10%
Peach
Charmat Style pressurized tanks

STELLABRATE ANYTIME

Stella Rosa® Naturals is driving growth in the booming
Non Alcoholic wine category, outperforming competitors and
bringing incremental value to shelves.



NEW LOOK

Stella Rosa® is the

3RD
**LARGEST
BRAND**

in the Non-Alcoholic
Wine category.

Nielsen IQ; Total US xAOC;
Latest 52 weeks ending 10/19/24

**Stella Rosa® Naturals Sparkling
Peach**

is a proprietary blend of several
grape varietals including
Moscato, infused with natural peach
flavor that makes this non-alcoholic
beverage truly unique.

Stella Rosa® is Growing The Wine Category
27%
OF CONSUMERS
ARE NEW TO WINE

MADE IN ITALY
ENJOY CHILLED

