



BLUEBERRY

NON ALCOHOLIC



ENJOY
CHILLED



NO ADDED
PRESERVATIVES



VEGAN
FRIENDLY



GLUTEN
FREE

STELLABRATE ANYTIME

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

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



This category has doubled **OVER 3 YEARS**

Stella Rosa
Blueberry is the

2ND

best selling
Stella Rosa flavor

NIQ: Total US xAOC + Liquor Open State + Conv;
Latest 52 weeks ending 7/19/25

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



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 Blueberry is a proprietary blend of several red grape varietals including Brachetto, infused with natural flavors of blueberry. This wine provides notes of jammy dark berries, that makes this non-alcoholic beverage truly unique.

Primary Grape Variety: Brachetto
Country of Origin: Italy
Residual Sugar: 10%
Real Fruit Blend Attributes: Blueberry
Fermentation Method: Charmat Style pressurized tanks



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

MADE IN ITALY
ENJOY CHILLED

 RIBOLI FAMILY WINES

STELLAROSAWINES.COM

For more information, please contact
your local sales representative