



Stella Rosa® is Growing The Wine Category

27%

OF CONSUMERS ARE NEW TO WINE



108

BOTTLES OF STELLA ROSA® ARE SOLD PER MINUTE



STELLA ROSA MOSCATO ORANGE

The Total **Sparkling Wine Category**

(Champagne included) accounts for

\$1.5B and is up **2.3% YTD**

Nielsen, Total USXAO, 52 weeks ending 6-10-23

Segments between **\$15-49.99**
ALL SHOW GROWTH.

Together, **\$15-49.99** is up **10.0%.**

Nielsen, Total USXAO, 52 weeks ending 6-10-23

STELLA ROSA® (+2.2M)
contributes

46.4%

to the category's growth.

Nielsen Discover; Latest 52 weeks ending 4-22-23; Total US xAOC



Stella Rosa® Moscato Orange one of the world's most unique, semi-sweet sparkling Moscatos. The prized Fior D'Arancio Moscato grapes are selected from specific family-cultivated vineyards in Colli Euganei. Moscato Orange has bursts of citrus and orange blossom, begging to be paired with any celebration.

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

Fior D'Arancio Moscato
Italy
6%
10%
Citrus and Orange Blossom
Charmat Style pressurized tanks

