

STELLA ROSA®

PREMIUM IMPORTED BRANDY



INTRODUCING STELLA ROSA® BRANDY'S NEW 50ML BOTTLE COUNTER TOP DISPLAY.

INCREASE TRIAL AND CONVERSIONS TO 750ML STELLA ROSA® BRANDY BOTTLES.*

FEATURING OUR SIGNATURE STELLA ROSA® SMOOTH BLACK
AND OUR EXCITING NEW RELEASE STELLA ROSA® BUTTER TOFFEE.

50ML SPIRITS ARE A **\$1.1B** CATEGORY REPRESENTING **5.1%** OF ALL SPIRITS \$ SALES.

52.1%**

OF 50MLS' \$ SALES ARE DONE AT
THE CONVENIENCE CHANNEL.

BRANDY IS A POWERFUL**
SEGMENT WITH

\$1.2B 💰

SALES IN THE
BRANDY/COGNAC CATEGORY

STELLA ROSA® SMOOTH
BLACK BRANDY IS UP

135%

STELLA ROSA® IS THE #1 SELLING BRANDY IN THE \$25-\$34.99 SEGMENT.**

*NielsenIQ; Latest 52 weeks ending 12-23-23. **NielsenIQ; Latest 52 weeks ending 3-2-24.



MSRP of \$4.99



70 PROOF



35% ABV



ITALIAN IMPORT



SMALL BATCH



ENJOY CHILLED
OR MIXED



100% NATURAL