



3 MONTHS
AGED IN OAK



100% ALL NATURAL
INGREDIENTS



GLUTEN FREE



11% ABV

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® ROSÉ V.S. PROSECCO D.O.C.

STELLA ROSA® **PREMIUMIZES** The Prosecco Category

Prosecco is a
\$484M CATEGORY that is up **12.5%**

Nielsen, Total US xAOC, Latest 52 weeks ending 6-10-23

Prosecco \$25-29.99
is up **414%.**

The fastest growing
segment (by rate).

*Majority of \$ in this segment is done by Stella Rosa V.S.

As of calendar year 2022,
PROSECCO accounts for

31.1%

of Total Sparkling
Category's \$ share.

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



Stella Rosa Rosé V.S. Prosecco D.O.C is a naturally sparkling wine produced from 85% Glera and 15% Pinot Noir in the northwestern province of Piedmont. This dry sparkling wine bursts with fruity notes of strawberries and roses, begging to be paired with any celebration.

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

Glera 85% & Pinot Noir 15%
11%
12%
Rose Petals & Strawberry
Charmat style pressurized
tanks



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