



STRAWBERRY ROSÉ



ENJOY
CHILLED



NO ADDED
PRESERVATIVES



LOW
ALCOHOL



GLUTEN
FREE

STELLA ROSA® POWERS GROWTH

Stella Rosa® drives stronger loyalty and delivers significant value, boosting category performance and shopper engagement.

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



8 SKUs ranked in the
TOP 100 WINES
in our price segment.

Source: NIQ; Total US xAOC, Dollar Sales, 750ml,
\$10-14.99, Latest 52 weeks ending 1/11/2025

Stella Rosa®
is the top imported
wine brand with

\$309M
in sales.

Source NIQ; Total US xAOC
Latest 52 Weeks w/e 01/11/25

**SEMI-SWEET
SEMI-SPARKLING
WITH NOTES OF
STRAWBERRY &
MOUNTAIN BERRY**

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

95% Moscato & 5% Brachetto
Italy
6.5%
7%
Strawberry, Mountain Berries, & Rose Petals
Charmat Style pressurized tanks



**Stella Rosa
Buyer**

vs.

**Average Wine
& RTD Buyer**

Average Annual Wine & RTD Trips

22.0 18.5

Average Annual Wine & RTD Spend

\$438 \$395

Average items in Wine & RTD Basket

10.6 9.6

†Numerator Insights, Point of Entry Report, Point of Entry
Buyers n=15372, Stella Rosa Point of Entry Buyers n=975,
12 Months Ending 7/31/2024

Stella Rosa® Strawberry Rosé
is a proprietary blend of several
grape varietals including Moscato &
Brachetto, infused with natural
flavors of strawberry & wild moun-
tain berries, making this wine truly
unique.

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

Source: Numerator Insights-Brand
Diagnostics and New Buyers Analysis P12ME
12/31/2024

**MADE IN ITALY
ENJOY CHILLED**



0 87872 63450 2