



MOSCATO D'ASTI



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
STONE FRUIT

Primary Grape Variety:

Country of Origin:

Alcohol:

Residual Sugar:

Real Fruit Blend Attributes:

Fermentation Method:

Moscato

Italy

5.5%

10%

Pears and Apples

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® Moscato D'Asti
is produced entirely of the grape
varietal, Muscat Canelli, from the
Asti region in Piedmont, Italy.
Infused with natural flavors of pear
and apple.

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**

