



## ***Stella Rosa Float wins Tournament of Roses Grand Marshal Award***



Photo Credit: Nancy Newman Photography

**(Los Angeles, Calif.)-** On January 1, 2019, award-winning wine brand **Stella Rosa** made its second appearance in the world-renowned **Pasadena Rose Parade** and earned the prestigious Grand Marshal Award for “Most outstanding creative concept and float design.” “The Stella Rosa brand is an important part of my family's historic San Antonio Winery in Los Angeles, and we couldn’t be prouder to have received such a prestigious award for our float in the world-renowned Rose Parade,” said vice president Steve Riboli. “We thank everyone who worked on our float from Fiesta Floats to the designer Mike Abboud and the volunteers who dedicated countless hours of their time. And of course Kool & The Gang for performing on our float and adding to the excitement!”

In keeping with the theme “Melody of Life”, the 55-foot long Stella Rosa float featured the legendary Grammy-award winning band **Kool & The Gang**, which has influenced the music of generations and fittingly kicked off its 50<sup>th</sup> year anniversary by “stellabrating” at the Rose Parade. The band sang their classic hit “Celebrate Good Times” with a twist, changing it to “**Stellabrate Good Times**”. Accompanying the band was a troupe of fifty dancers who danced in the street alongside Kool & The Gang, down the five-mile route as one million parade attendees cheer on, and an estimated 44 million watched across the country.

“Stella Rosa’s vision really drove what would become an award-winning celebration of life and music,” said Tim Estes, president of Fiesta Parade Floats. “The Tournament’s recognition of the Stella Rosa float was well-earned and an acknowledgment of a strong message delivered through floral presentation, engineering, and of course, incredible entertainment.”

Since the Riboli family created Stella Rosa 15 years ago, it has become the **number one imported Italian wine** in the country, and earned Shanken’s **Impact Hot Brand** five consecutive years, and been named a **Blue Chip brand** four consecutive years. To thank all their loyal customers through the years, the Riboli family also gave back by incorporating

a **“Wish Upon a Stella Rosa”** campaign, in line with the magical genie atop the float, appearing from a sculpted wine bottle and soaring over bountiful vineyards of Northern Italy. The campaign was focused on the holiday spirit of granting wishes. Fans from across the country submitted three wishes online at [www.stellarosawines.com](http://www.stellarosawines.com) with a short description as to why they should be chosen. Winners were chosen based on creativity and more importantly, on how the granted wish would impact and improve their life.

**About Stella Rosa Wines:** Award-winning Stella Rosa wines is a creation of the Riboli Family of San Antonio Winery, Los Angeles’ original urban winery established in 1917. Produced in a small town in Northern Italy, Stella Rosa has become the number one imported Italian wine in the U.S. For more information, visit [www.stellarosawines.com](http://www.stellarosawines.com).