Stella Rosa Rosso Lux is a proprietary blend of several red grape varietals including Brachetto. The wine is combined with natural flavors of ripe cherry, blueberry and raspberry.

The grapes are harvested, pressed, centrifuged, and then held cold as juice at 28 degrees Fahrenheit. The juice is fermented at various intervals throughout the year. This allows for the wine to remain fresh and delicate throughout the entire year. The Riboli family uses this technique to capture the fresh flavors of ripe cherry, blueberry and raspberry.

Stella Rosa Rosso Lux contains natural carbonation. The juice is fermented in Charmat-style, pressurized tanks. As the alcohol is created, so is the carbonation. Once the desired sweetness is achieved, the wine is centrifuged and bottled. The alcohol level stays at approximately 6.5% and contains 10% residual sugar. Its natural acidity and low pH strike the perfect balance with the wine's natural sweetness. It is not cloying or heavy.