

W Hotel and Westin Reserva Conchal win international awards for their quality and service

San José, December 6, 2022. W Hotel and Westin Reserva Conchal, both located within Reserva Conchal, in Guanacaste, Costa Rica, achieved the highest distinctions awarded by the Marriott International group as the best hotels in their category and the region, respectively.

W Hotel achieved the highest distinction in the MILUX category, which refers to the Marriott International luxury hotels category. Westin Reserva Conchal won the regional recognition in the Premium category for the entire region.

Fabián Fernández, manager of FIFCO's hospitality division, commented "This distinction made by the Marriott chain make us proud and, at the same time, motivates us to continue working to reach new milestones within the industry, always leveraging our sustainable philosophy, which has led us to achieve great things these years."

"The company celebrates these recognitions as a sign of the company's commitment to take the hotel business in the area to the next level. For FIFCO, it is essential that the sustainability component in the development of all its business lines be a strategic pillar because the planet, the communities in which we operate and the customers we serve every day demand so," expressed Maria Pía Robles, FIFCO's Corporate Relations Director.

Reserva Conchal has 11 residential areas, a beach club, two hotels and 40 hectares of reserves for the conservation of native species.

In line with FIFCO's new ESG goals for 2025

FIFCO presented the evolution of its sustainability strategy towards the year 2025, announcing the update of its conceptual sustainability framework by adopting Environmental, Social and Governance (ESG) factors as its north star. Under the name "FIFCO Transcends", the corporation presented 9 ambitious sustainability goals related to packaging, secondary packaging, circularity index, smart consumption of beverages with alcoholic content, lower sugar content per serving, increase the number of women in leadership positions, reduce the number of employees in multidimensional poverty, develop holistic leadership capabilities and turn FIFCO into a corporate governance benchmark.

FIFCO's hospitality division has achieved important advances in the social and environmental dimension. During this 2022, the Westin and W hotels, within Reserva Conchal, obtained the elite level Tourism Sustainability Certification (CST) from the Costa Rican Tourism Board (ICT).

Throughout their management, both the Westin and W hotels have consolidated a high level of environmental and social performance. For example, Westin has achieved the Tourism Sustainability Certification (CST) since 2011, while W Hotel has been certified since 2020. Both businesses have always obtained the highest evaluation.



About FIFCO

FIFCO is a food and beverage company with 114 years of history, and operations in Costa Rica, Guatemala, Mexico, El Salvador and the United States, 9 manufacturing plants and 15 distribution centers. It has 3 business units, which include "Florida Bebidas" (food and beverages), "Florida Retail" (retail sales) and Florida Hospitality (real estate). It exports to 16 countries around the world and has a portfolio of 1,500 products.