

*With a lemonade base, 5% alcohol and zero sugar*

## **Adán & Eva launches its new Lemonades category with grapefruit and cucumber flavors**

- The first beverage in the Hard Seltzer category in the region grew more than 150% in 2022.
- The ARTDs category grew by 11.5% in Costa Rica in 2022, approximately.

**San José, Costa Rica. March, 2023.** Adán & Eva announces the launch of the new Hard Seltzer Lemonades category with two unique flavors: **Lemonade Grapefruit** and **Lemonade Cucumber** with a lemonade base. It contains only 100 calories, zero sugar, zero carbs and 5% alcohol by volume.

Adán & Eva was born in 2019 as the first drink in the Hard Seltzer category in Costa Rica and Latin America. In 2022, it grew more than 150% compared to the previous year; and as part of its innovation, it is launching such flavors. Its objective is to meet consumers' need for a variety of alcoholic beverage options that adapt to their balanced tastes.

Likewise, the ARTDs (ready-to-drink canned alcoholic beverages) category grew 11.5% in Costa Rica in 2022 (compared to 2021); with the Hard Seltzer subcategory being one of the largest contributors to this growth.

*"Adán & Eva is a balanced Hard Seltzer, with natural fruit flavor. Given the growing demand of our consumers, we launched the new category **Adán & Eva Lemonades** with **Lemonade Grapefruit** and **Lemonade Cucumber** flavors with a lemonade base, ideal for all those who seek a feeling of freedom, empowerment and want to explore his/her more daring side, with a different option to go beyond and take the risk of doing new and different things,"* said Maria Vargas, Regional Brand Manager.

The launch of this innovation in Costa Rica takes place at Mercado La California, where **Adán & Eva** opens the first On Trade bar (bars and restaurants). Located in a strategic point, it will be part of the nightlife experiences of consumers and will initiate the brand's expansion in this channel.

The brand, beyond being a leader in its subcategory, seeks to be inclusive and support people's qualities, being present in different occasions such as a brunch or daytime activity, as well as sophisticated enough for a nighttime activity.

*"For all the innovations we offer, we follow FIFCO's Triple Bottom Line strategy and ESG (environmental, social and governance) criteria by being a zero-sugar product. We are aligned with Goal 5 towards 2025, where every average FIFCO beverage will contain 10 g of sugar or less,"* Vargas added.



**ADÁN&EVA**  
— HARD SELTZER —

**Adán & Eva** is clear that its promises of 0 sugar, 0 carbs and its delicious light flavor will continue to be present in all its creations.

#### **About FIFCO**

**FIFCO is a beverage and food company with 115 years of history, and operations in Costa Rica, Guatemala, Mexico, El Salvador and the United States, 7 manufacturing plants and 15 distribution centers. It has 3 business divisions: “Florida Beverages” (food and beverages), “Florida Hospitality” (real estate sector) and “Florida Retail” (retail sales). It exports to 18 countries around the world and has a portfolio of 1,500 products.**

**Press contacts:**

Fernanda Madrigal

[mmadrigal@shiftpn.co.cr](mailto:mmadrigal@shiftpn.co.cr)

Camila Oller

[coller@shiftpn.co.cr](mailto:coller@shiftpn.co.cr)

Federico Chacón

[fchacon@shiftpn.co.cr](mailto:fchacon@shiftpn.co.cr)