



DIAGEO

FIFCO strengthens commercial alliance with Diageo and introduces new beverage offering in the Mexican market

April 24, 2023. The beverage and food company Florida Ice and Farm (FIFCO) and Diageo, a leader in alcoholic beverages and creator of great and iconic brands, continue to strengthen their business relationship and have unveiled new products to expand their portfolio in the Mexican market.

Starting in May of this year, both companies will offer new ready-to-drink (RTDs) alcoholic beverage options. New presentations will be marketed under the Smirnoff brand: Smirnoff X1 Tamarindo and Smirnoff Smash (with two flavors). The new beverages will be available in 355-milliliter presentations and can be found in convenience stores and supermarkets throughout Mexico.

"For FIFCO, a company dedicated to producing and distributing beverages and food products, to have allies that share our objectives and interest in sustainability is not only a great pride, but also a commitment to ensure that those who decide to consume our products can have access to new options of prepared and ready-to-drink beverages. We are very pleased with the extension of our business alliance with Diageo to Mexico to continue with the successful collaborations we have in other markets and countries in Central America, hand in hand with their iconic brands," said Juan Carlos Mariño Pérez-Carreño, General Manager of FIFCO Mexico.

The RTD market in Mexico is expanding and offers additional value for customers and consumers by taking their favorite brands to a new format. For FIFCO, this is an excellent opportunity to continue strengthening its international expansion.

"At Diageo we know and have a presence in the RTD market in other countries, such as the United States, where the category has grown rapidly. The beginning of the collaboration with FIFCO in Mexico is part of our plans and responds to our consumers' interest to enjoy and have access to innovative formats that are ideal for casual drinking occasions, thus expanding our portfolio and adding a new offer of prepared alcoholic beverages. We are excited about the innovation and possibilities that this collaboration represents, including the opportunity to extend our presence to more points of sale nationwide with a brand like Smirnoff, hand in hand with new formats and flavors," commented Mariano Perotti, General Manager for Diageo in Mexico.

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.

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Diageo is the leading beverage alcohol company and creator of great and iconic brands in the most exciting category in the consumer sector, including Johnnie Walker®, Buchanan's® and Black & White® whiskies; Don Julio® tequila; Smirnoff® vodka; Zacapa® and Captain Morgan® rums; Baileys® liqueur; Tanqueray® gin; and Guinness® beer. Diageo is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO) and its products are sold in more than 180 countries around the world.

Diageo is committed to creating a more inclusive and sustainable world by 2030 through its "Spirit of Progress" plan, which is based on three pillars: promoting responsible consumption of beverages containing alcohol, championing inclusion and diversity, and sustainability throughout the production chain. For more information about Diageo, visit www.diageo.com or follow us @Diageo_News on Twitter.

For more press information

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