



The brewery opens its doors with the "Imperial Tour" for its 100th anniversary celebration

- From June 3 to July 9, those interested can participate to attend and experience the brewing process up close, through various dynamics.
- This opening is a great milestone for the brand that celebrates its centennial, sharing its historical evolution.

San José, Costa Rica. July 2024. Imperial, one of the most emblematic brands in the country, proudly announces the "Imperial Tour", an immersive experience that will take place for the first time in its history, giving participants a unique opportunity to explore the brewery and learn about the brewing process of Costa Rican beer.

According to Maria Pía Robles, FIFCO's Corporate Relations Director, opening the brewery's doors to the public for the first time is a milestone for the brand, especially in the celebration of its centennial. This opening, carefully prepared by multiple areas and teams of the company, promises to be a memorable experience for everyone.

To participate in the "Imperial Tour," those interested must obtain a golden bottle through various dynamics that will take place from June 3 through July 9, which will include activations on social networks, collaborations with content generators and promotions at the brand's official points of sale. Each golden bottle will have a unique QR code where they will be able to register with a companion to attend the tour.

"The **"Imperial Tour"** is an opportunity to reaffirm our leadership in the Costa Rican market and our commitment to offer unique experiences to consumers. Attendees will be able to experience the brewing process and see for themselves why Imperial is the freshest beer on the market," added Andrea Quirós, Imperial's Brand Manager.

Imperial is characterized because, from local production to distribution, it takes only 30 days, ensuring that each bottle reaches the consumer with the characteristic freshness of a freshly brewed beer.

In terms of sustainability, FIFCO and Imperial, as its flagship brand, take advantage of the centennial celebration to reaffirm their commitment to the environment and smart alcohol consumption through high-impact initiatives.

An example of these initiatives is the brand's **type III environmental label**, making it the first beer in Costa Rica with this distinction granted by the Ministry of Environment and Energy of Costa Rica (MINAE), which not only recognizes the efforts of years in reducing greenhouse gas emissions and water consumption, but also highlights its commitment to circular economy.



With a forward-looking vision, Imperial seeks to evolve hand in hand with all Costa Ricans, laying the groundwork for another 100 years of excellence and commitment to quality and sustainability. This promise is reflected in every aspect of its operation, from ingredient selection to production and distribution practices, ensuring that every step of the process is aligned with the highest quality standards.

About Imperial

Imperial was founded in 1924 and currently has five line extensions for all tastes and lifestyles of its consumers: Imperial, Imperial Silver, Imperial Light, Imperial Cero and Imperial Ultra. Imperial is a benchmark brand in Costa Rica and the region, recognized and preferred not only for offering unique events and experiences, but also for its diversity of unparalleled flavor, as well as for its sustainability initiatives.

About FIFCO

FIFCO is a beverage and food company with 116 years of history, and operations in Costa Rica, Central America, Dominican Republic, Mexico and the United States, 5 manufacturing plants and 13 distribution centers. It has 3 business divisions that include *Florida Bebidas* (food and beverages), *Florida Hospitality* (real estate sector) and *Florida Retail* (retail sales). It exports to 10 countries around the world and has a portfolio of 2,000 products.

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