



## **FIFCO expands its presence in Panama launching Jet energy drink**

- Panama represents a key market due to the growth in the energy drink category, especially in the mass segment.
- Jet in a 473ml can will be available in Panama's main supermarkets and convenience stores, including the El Rey supermarket chain.

**Costa Rica, August, 2024.** Florida Ice and Farm (FIFCO), a leading beverage and food company in the region with 116 years of existence, announced the launch of its *Jet* energy drink for the Panamanian market.

FIFCO enters the energy drink market through a 473ml can presentation.

The drink, which has captured the taste of consumers for its fruit punch flavor and for being a brand close to its customers, will be available in the main supermarkets and convenience stores in that country, including the renowned El Rey supermarket chain.

Panama represents a key market for FIFCO due to its projected growth in the energy drinks category, especially in the mass segment. This favorable environment offers an excellent opportunity to develop and consolidate Jet's presence in a category in trend in the region.

Maria Pía Robles, FIFCO's Director of Corporate Relations, commented: *"We are very excited to introduce Jet in Panama, a market that offers enormous growth potential for our brands. This expansion not only strengthens our presence in the region, but also underscores our commitment to providing consumers with innovative, high-quality products."*

FIFCO continues to explore other markets in the region for future expansion, maintaining its commitment to bringing innovative, high-quality products to new consumers.

### **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.