



Responsible Christmas: 10 tips to enjoy your favorite drinks in a smart way

- Planning ahead and knowing how to choose what you are going to consume are key steps to have a good time and take care of your health.

With the arrival of the end-of-year festivities, if you are of legal age, you will surely have more than one opportunity to share a drink with colleagues, friends and family. This is a great way to celebrate; however, it is essential that you plan your activities and make smart decisions. This will ensure that you live unforgettable moments without putting at risk your health, your life or the lives of those around you.

If you are an adult, FIFCO shares 10 tips that will help you with a responsible consumption during the celebrations.

1. **Plan your activities:** If you have several events in the same week, establish in advance which days you will drink and which days you will abstain from alcohol consumption.
2. **Organize transportation:** If you are going to drink, make sure you have a way to get home. You can use cabs or travel with someone who does not drink.
3. **Hydrate before you start:** Consuming water or hydrating drinks, such as Gatorade, will help reduce the discomfort associated with alcohol consumption.
4. **Take it easy:** One standard drink per hour is more than enough. Enjoy every sip. There's no rush!
5. **Choose drinks with less alcohol:** Try options with less than 4% alcohol content, such as Imperial Ultra, Imperial Light, Bavaria Light or Adán y Eva.
6. **Alternate with soft drinks or non-alcoholic beers:** Heineken 0.0 and Imperial Cero are excellent options if you want to enjoy a beer without having to worry about alcohol.
7. **Don't drink every round:** No one forces you to drink every time someone raises a glass.



8. **Don't pressure:** Respect those who choose not to drink. Everyone has their own way of partying.
9. **Prepare your stomach with food:** This will help your body process alcohol in a better way.
10. **Do not mix alcohol with caffeine:** This combination could lead you to drink in excess and also has harmful effects in the short and long term.

This Christmas, celebrate in moderation. It's important to enjoy consciously, take care of your health and take care of others.

About FIFCO

FIFCO is a beverage and food company with 116 years of history. It is comprised of 6,323 collaborators and has operations in Costa Rica, Central America, Dominican Republic, Mexico, and the United States, 5 manufacturing plants and 15 distribution centers. It has 3 business divisions that include *Florida Bebidas* (food and beverages), *FIFCO Hospitality* (real estate sector) and *FIFCO Retail* (retail sales). It exports to over 10 countries around the world and has a portfolio of 2,000 products.