



### The Last Gift for Imperial's 100th Anniversary

Throughout the year, Imperial, the beer of Costa Ricans, has celebrated its 100<sup>th</sup> Anniversary and to culminate, the brand brings a gift to match.

“We are in the festive season, sharing with our loved ones and it is the perfect time to surprise Costa Rica once again with a unique gift: a collectible so epic, that any adult person would want it under their tree,” explained Andrea Quirós, brand manager.

It is an assembleable figure for adults of the emblematic eagle, which contains more than 1,000 pieces; it is 30 cm high and 15 cm wide.

“We are certain that Imperial fans will be happy with this exclusive gift for adults, and that it is an excellent option to unwind, play and combat daily stress. We will be raffling 100 collectibles,” Quirós added.

The brand recommends its followers to be aware of the different dynamics in social networks and physical activations to participate for “the last gift for the 100<sup>th</sup> Anniversary”.

This gift is part of Imperial's celebrations, since in July the doors of the brewery were opened for people to learn about the brewing process, in August they launched “Stories to celebrate”, a campaign that, with 50 designs on its beer cans, captured stories, places and moments that have defined the history of the brand and Costa Rica. It also organized 99 parties in the 7 provinces and on December 14 was the 100th, with national and international singers.

For more information, visit

[www.facebook.com/CervezaImperial](https://www.facebook.com/CervezaImperial)

<https://imperial.cr/>

#### About Imperial

Imperial was born in 1924 and 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 for offering unique events and experiences, and for its flavor diversity and sustainability initiatives.

### **About FIFCO**

FIFCO is a beverage and food company with 116 years of history. It has 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), *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.