



## ***Imperial Cero* relaunches image and flavor to respond to new consumption occasions**

- **The presentation is alcohol-free, 100% malt, dark amber in color, with a robust body and aroma of toasted malts.**

**Heredia, January 2025.** With a striking yellow and blue label and the word “CERO” (zero) standing out on the front, *Imperial Cero* presented its new image in response to the growing demand from consumers looking for 0,0% alcohol options for various occasions.

This drink is made using cutting-edge technology that allows for the effective removal of alcohol, while guaranteeing quality and flavor. Alonso Brenes, FIFCO's brewmaster, commented: *“Imperial Cero is ideal for making “micheladas”, and there are no limits to creativity. It can be enjoyed in a classic way with lemon and salt, or you can dare to try variations such as the “black michelada”, which combines its dark color with salt, lemon, spice and a touch of Worcestershire sauce. It is also perfect for a more refreshing option, with lemon, salt and cucumber slices. In addition, its versatility makes it the ideal drink to pair with a wide variety of dishes: from a caprese salad or a chifrijo, to chicken with elaborate sauces or grilled cuts of meat. Without a doubt, Imperial Cero adapts to any occasion and gastronomic style.”*

*Imperial Cero* is the perfect choice for any time of day and for a variety of occasions, for food pairing, a working lunch, after training or when driving a vehicle.

This drink is designed for beer lovers who prefer a balanced and intelligent drinking style, looking for options that allow them to enjoy in moderation.

*Imperial Cero* was first launched on the market in 2014, a visionary move by FIFCO at a time when the concept of 0,0% alcohol drinks was just starting to gain ground in the tastes and preferences of consumers. Today, thanks to this visionary work, the consumption of 0,0% alcohol drinks is becoming more common and in demand by those who are looking for new attributes in their preferred portfolio.

According to the publication on the website Fact.MR about the Non-Alcoholic Beer Market, *“the global market for non-alcoholic beers will experience annual growth of 7.2% between 2023 and 2033, going from 20 billion dollars in 2023 to 40 billion dollars in 2033.”* This increase in demand is due to the greater focus on health and smart consumption styles that are prevailing among consumers, the article said.



Andrea Quirós, brand manager for Imperial, commented: *“The new Imperial Cero is now available throughout the country, joining the Imperial Original, Silver, Ultra and Light portfolio. We are relaunching it to coincide with the arrival of summer and in response to the preferences of our consumers”.*

Maria Pía Robles, Director of Corporate Relations at FIFCO, said: *“In line with our goals and philosophy of expansive sustainability, our flagship brand, Imperial, presents this 0,0% alcohol version, designed for the new occasions of enjoyment that our consumers demand, in order to lead more balanced and healthy lifestyles. FIFCO continues to expand its beverage portfolio with a lower percentage of alcohol, as well as actively reducing sugar, thus responding to the new needs of the context and the preferences of our consumers”.*

#### **About FIFCO**

FIFCO is a beverage and food company with 117 years of history and 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.