



The evolution of energy drinks: Maxxx Energy presents its new line with functional benefits

- *New formula includes ElevATP and L-Carnitine that will help you improve your performance, favoring a faster muscle recovery.*

Costa Rica, January 21, 2025. Maxxx-Energy, the country's energy drink brand, announces the launch of its new product line without sugar, zero calories and with functional benefits (ElevATP and L-Carnitine) for all consumers who lead an active lifestyle, are looking for an ally for their workouts or simply to maintain an extra boost of energy during the day.

With the new Apple-Kiwi and Blackberry Boost flavors, Maxxx Energy offers a refreshing, calorie-free and sugar-free experience. The formula includes key ingredients such as ElevATP (the body's main source of energy for performance and endurance) and L-Carnitine (for muscle recovery), both known for their performance benefits.

"At FIFCO, the consumer is at the center of our business; therefore, we join the trends. This innovation is aligned with our sustainability goal number 4 by 2027, where we aim for all our products to have 10 grams of sugar or less, following the recommendations of the World Health Organization (WHO)" added María Pía Robles, FIFCO's Corporate Relations Director.

Benefits that make a difference:

- **Increased performance:** the combination of caffeine, L-Carnitine and ElevATP provide sustained energy and improve physical performance
- **Faster recovery:** L-Carnitine helps reduce muscle fatigue and speeds muscle recovery after exercise
- **Natural energy:** ElevATP stimulates the natural production of ATP, the molecule that provides energy to our cells.

The dosage of the entire Maxxx Energy catalog is essential to obtain the desired results. For this reason, each innovation is thoroughly analyzed by a quality control team, following the regulations of the corresponding entities.

The brand expands its portfolio with this proposal, offering new alternatives that meet the needs and tastes of all consumers. A perfect ally for athletes and fitness and healthy lifestyle enthusiasts.

"With this launch, we seek to consolidate our presence in the energy drink segment, which has gained great relevance, as more and more consumers are looking for healthier alternatives," concluded Robles.



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