

## Desafi.A Pepsi comes to Costa Rica to transform the consumer experience through artificial intelligence

- **Pepsi® implemented a revamped version of its iconic “Pepsi Challenge.”** Desafi.A Pepsi integrates artificial intelligence into a **taste experience in which artificial intelligence can determine which sugar-free cola drink is preferred.**
- **With its novel Sonl.A technology, the brand evaluated consumer preferences in Costa Rica on three levels: auditory, visual and cognitive. 52% of participants preferred Pepsi Zero.**
- **The project positions Costa Rica as a leader in innovation and transformation, being the first country in Central America to experience this renewed version of the world classic.**

**San José, February 11, 2025.** - Can artificial intelligence give an opinion on consumers' likings? Pepsi®, together with the technology solutions company Becoming Mode, developed **Sonl.A**, an advanced artificial intelligence tool that evaluates consumer preferences through an innovative multisensory system.

By incorporating this new technology, the brand launched a renewed version of its iconic 1975 Pepsi Challenge, **Desafi.A Pepsi**, capable of interpreting how people feel when they try a drink.

### HOW SONI.A WORKS

During the first date of the Picnic Festival Central America, Pepsi invited attendees to meet and interact voluntarily with **Sonl.A**, guiding participants in a blind test and asking them to taste two soft drinks without knowing the name of each one and presented in the same conditions. At the end, they shared their opinion.

Through auditory, visual and cognitive measurement, the Pepsi Desafi.A technology was able to determine, among the people who took part in the activation, which flavor is preferred by the majority: Between Pepsi Zero and other sugar-free colas, **52% preferred Pepsi Zero.**

The innovative multisensory technology evaluates participating consumers in three aspects:

- **Auditory measurement:** microphones analyze the selection of words, the tone and the intensity of the opinions or comments expressed during the product test.
- **Visual measurement:** facial expressions are detected and analyzed through cameras to identify emotions such as happiness, sadness, anger and frustration.
- **Cognitive measurement:** an *Emotiv Insight* device is used to measure the user's brain activity, including levels of engagement, interest, emotion, concentration, relaxation and stress.

Using these three sources of measurement, **Sonl.A** processes the data in real time to offer a comprehensive and accurate evaluation of the user experience. This makes it possible to identify the winning line in each test.



According to José Luis Silva, Marketing Director for Pepsi Latin America, *"Today, technology allows us to connect with consumers in ways that were previously unthinkable. Desafi.A Pepsi is a clear example of how artificial intelligence can transform a traditional experience into something completely disruptive and exciting. It is a commitment to innovation in the beverage industry. Costa Rica is the first country in Central America to be able to enjoy this experience and we hope to be able to replicate it in other countries soon."*

## **COSTA RICA: FIRST COUNTRY IN CENTRAL AMERICA TO EXPERIENCE DESAFI.A PEPSI**

At a regional level, PepsiCo Latin America's beverage business is present in around 4 million points of sale in Latin America, with operations in 95 plants and working with 13 bottling partners, with FIFCO as its strategic partner in the country. In the last four years, PepsiCo Latin America has experienced double-digit growth, steadily increasing its share of both original Pepsi and Pepsi Zero. It was the brand with the greatest increase in household reach in Latin America, and this same success was reflected in Costa Rica, where Pepsi has been increasing its presence year after year.

This milestone reinforces one of Pepsi's top priorities, which is to be a leader in innovation, together with different local trends, such as the occasions for sharing meals with friends and family, the celebration of the Ticos' passion for soccer through an alliance with La Sele (national soccer team), music at festivals such as Picnic, and fashion with *Sed de Fashion* (*Thirst for Fashion*), a recently launched platform.

*"With Pepsi, one of our main commitments is to the consumption of sugar-free cola drinks. By promoting the Pepsi Zero trial, we are offering an option that satisfies consumer preferences and also responds to trends and lifestyles with innovation,"* said Geanina Barquero, Pepsi Brand Manager for bottler FIFCO.

### **About PepsiCo**

PepsiCo products are enjoyed by consumers more than a billion times a day in more than 200 countries and territories around the world. PepsiCo generated almost \$92 billion in net revenue in 2024, driven by a complementary portfolio of beverages and ready-to-eat foods that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including many iconic brands, each generating more than \$1 billion in estimated annual retail sales.

Guiding PepsiCo is our vision to be the world's premier beverage and food company by winning with pep+ (PepsiCo Positive). pep+ is our comprehensive strategic transformation that puts sustainability and human capital at the center of how we deliver value and growth by operating within planetary boundaries and inspiring positive change for the planet and people. For more information, visit [WWW.PEPSICO.COM](http://WWW.PEPSICO.COM), and follow PepsiCo Caricam on [INSTAGRAM](#), [FACEBOOK](#), and [LINKEDIN](#) as PepsiCo.

### **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.