



Reserva Conchal brought together more than 150 empowered women who participated in the Kivelix Trophy Kölbi

- This was the 4th edition of the women's cycling competition
- The event took place on March 7, 8 and 9, as part of International Women's Day

March 2025. Kivelix Trophy Kölbi, Costa Rica's most important women's mountain bike competition, held on March 7, 8 and 9, concluded with resounding success. With the participation of 152 cyclists, Reserva Conchal in Guanacaste reaffirmed its commitment to sport and women's empowerment in the context of International Women's Day.

The weekend began on March 7 with an exclusive women's empowerment event, where 60 women enjoyed an inspirational afternoon with Costa Rican singer-songwriter Debi Nova, who shared her music and offered reflections on family, her journey as a woman in the music industry and the role of women in today's society.

During competition days on March 8 and 9, the cyclists faced challenging routes, demonstrating their passion and determination with every pedal stroke. Dr Katerine Herrera Fernández, founder and organizer of the event, highlighted the importance of the Kivelix Trophy Kölbi as a platform to strengthen the female cycling community: *'In addition to the satisfaction of finishing the competition, bonds of friendship are created between the competitors. First timers expand their relationships and enjoy the support not only of other cyclists, but also of their families and friends, creating a community of motivation and personal growth.'* she expressed.

The second date featured cyclists from different categories, with impressive times that consolidated the leaderboard. Among them were Gloriana Quesada Sánchez, winner of the Elite category, Fiorella Rojas Hernández, winner of the Master A category, and Yesenia Loría Núñez, who dominated the E-Bike category.

This 4th edition of the Kivelix Trophy Kölbi continues to consolidate its position as a space where women of all ages and levels can challenge themselves and experience the passion of mountain biking in Costa Rica. Reserva Conchal, FIFCO's hospitality division, demonstrated once again its commitment to promoting women's empowerment through sport.

About FIFCO

FIFCO is a beverage and food company with 117 years of history, with 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 more than 2,000 products.

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