



Tropical introduces Pedro, the new brand ambassador

- *With a fresh and authentic image, the beverage brand celebrates its connection with nature and health.*

San José, Costa Rica, February 2025. With 22 years of leadership in the iced tea market, Tropical, an iconic brand in the Costa Rican beverage sector, is refreshing its image to reflect its commitment to evolving the tastes and preferences of its consumers and introducing Pedro, the new and charismatic brand ambassador.

The sloth makes its debut as Tropical's ambassador, personifying freshness, optimism and character. This local bear highlights the essence of Tropical and strengthens its position in the market as a friendly and fresh brand, a symbol of joy and a vibrant lifestyle.

Tropical's new visual identity highlights the benefits of its products, especially the low-calorie and sugar-free options, reinforcing and aligning the company's commitment to the sustainability goals for 2027, specifically goal number 4: aiming for 10 grams of sugar or less in the FIFCO portfolio (following the parameters recommended by the World Health Organization (WHO)). Within its beverage portfolio, Tropical offers 8 different sugar-free flavors, in addition to *Tropical Play*, which complies with the school cafeteria decree.

“At FIFCO, we think from each product’s conception to add value to consumers, who are at the core of our strategy. With this vision, we developed the Sensitive Nutrients and Substances Policy, an internal guide that establishes high standards of quality and nutrition to design and produce more balanced and healthy beverages and food,” said Maria Pía Robles, Director of Corporate Relations.

“Consumers recognize us as a reliable, high-quality brand. True to the ‘pura vida’ essence Pedro reinforces the renewed image and connects us with new generations, reaffirming our commitment to those who have grown with the brand, maintaining our purpose of offering drinks with excellent flavor and quality that promote well-being,” expressed Alexia Barragan, Tropical brand manager.

“We are happy and proud to continue growing. Tropical was born in 2001 as a brand of fruit beverages that offered families a 'homemade' beverage. Since its creation in 2002, the iced black tea with peach and white tea with blueberry portfolio has been offering Costa Ricans innovative products, as pioneers in the category,” added Barragan.



FIFCO, a benchmark for sustainability in the region

FIFCO works under a “Expansive Sustainability” philosophy, bringing together strategic allies with creative and comprehensive solutions to social and environmental challenges. This philosophy promotes interdisciplinary collaboration, systemic thinking and continuous learning, to generate positive changes, under its purpose: “Bring a better way of living to the world”.

Since 2008, the company has been operating under a triple-bottom-line strategy; it seeks to create economic, social and environmental value simultaneously.

FIFCO's strategy to 2027 incorporates environmental, social and governance (ESG) goals with an expansive vision of sustainability, including the use of recycled materials, post-consumer recovery and a carbon reduction agenda. The company is positioned as a leader in sustainability in Costa Rica and the region, being Carbon Positive, Water Positive and Zero Waste.

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.

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