



Imperial revolutionizes the beer market with its new *Micheladas*

- *Imperial Micheladas* will be available in most supermarkets, grocery and convenience stores starting April 1, 2025.
- These drinks, made with Imperial Silver beer, will come in two delicious flavors: *Lemon and Salt* and *Green Mango, Lemon and Salt*.

San José, Costa Rica. April 2025. Imperial, the leading beer brand in Costa Rica, announces the launch of its new *Imperial Micheladas*, an innovative proposal that combines Imperial Silver's quality and freshness with natural fruit juice and a touch of authentic Costa Rican flavor.

Imperial Micheladas come in two delicious flavors: *Lemon and Salt* and *Green Mango, Lemon and Salt*, prepared with natural ingredients that guarantee freshness and an authentic flavor, ready to drink and with 4% alcohol.

"What makes our Imperial Micheladas special is that they come ready to enjoy, no additional preparation is required. In addition, their recipe is designed for the Costa Rican palate, which makes them one of a kind. In recent years, we have detected an opportunity to innovate within the category and we decided to take advantage with a different product, made with a 100% Costa Rican recipe," expressed Andrea Quirós, Brand Manager of Imperial.

This proposal reinforces the brand's pledge to innovation and to providing consumers with unique experiences, for remaining loyal to the brand for the last 100 years.

"The new Imperial Micheladas are the result of a collaborative effort between different areas of FIFCO, always attentive to emerging consumer trends. In a dynamic market marked by the constant evolution of the preferences of the new generations, Imperial reaffirms its leadership by innovating and adapting, maintaining its essence while continuing to win over consumers with fresh and authentic proposals," highlighted Maria Pía Robles, FIFCO's Director of Corporate Relations.

One of the key aspects of this launch is its differentiation from other beverages on the Costa Rican market. Currently, there are few similar products in the category, which makes *Imperial Micheladas* a pioneering and exclusive option. Among its main attributes are the use of natural fruit juice, which provides freshness and authentic flavor; the recipe is



adapted to Costa Rican taste, and the Imperial Silver base guarantees the freshness and quality characteristic of Imperial beer.

The new *Imperial Micheladas* will be available in most supermarkets, grocery stores and convenience stores starting April 2025. Initially, they will be sold in 350 mL cans, perfect for enjoying anytime, anywhere.

For the moment they will be offered exclusively in the Costa Rican market, although the possibility of expanding them to other countries in the future will be evaluated.

Unlike other special editions, these *Imperial Micheladas* are here to stay and be part of the permanent Imperial portfolio.

“With this launch, we reaffirm that Imperial is a brand that evolves with its consumers seeking to offer authentic and quality experiences. We will continue to explore new options to continue surprising the market,” concluded Quirós.

Imperial promises to continue exploring new opportunities to develop more varieties in the future, depending on product acceptance and market trends.

About Imperial

Imperial was founded in 1924 and has five lines to cater for all tastes and lifestyles: Imperial, Imperial Silver, Imperial Light, Imperial Zero, Imperial Ultra and Imperial Micheladas. Imperial is a leading brand in Costa Rica and the region, recognized and preferred for offering unique events and experiences, for its diversity of flavor and its sustainability initiatives.

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.