



Pilsen presents “Hieleneitor”: a remote-controlled 4x4 cooler

- The “toughest cooler in the country” will be raffled off among those who love and enjoy Pilsen

A one-of-a-kind cooler, equipped like few. This is the latest innovation from Pilsen, the brand known for promoting good times among buddies.

“Hieleneitor” features front and rear lights, 4x4 traction tires, metal rims, a bottle opener, capacity for 48 beers plus ice, remote control, and USB and Type-C cell phone chargers. It climbs hills, crosses over rocks and rough paths.

“We know that on any outing with friends—whether to the beach, the mountains, or on a long road trip—there's always one buddy who ends up carrying the beer cooler. 'Hieleneitor' takes care of that, but it also makes the trip much more fun. Because driving a remote-controlled 4x4 cooler loaded with beer is an experience in itself,” said Fabián Loría, manager of Pilsen.

The cooler is part of the *Compas a prueba de todo* (All-Weather Buddies) campaign, featuring three new special edition collectible cans. People over the age of 18 can get them at all points of sale throughout the country. When they purchase them and register their receipt at www.pilsencr.com/apruebadetodo, they will participate in a raffle to win the “Hieleneitor.” The promotion ends in June and there will be one winner.

For more information about the campaign, visit the brand's website and social media pages.

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FIFCO promotes **smart consumption and celebrating in moderation**. What is most important is to enjoy consciously, look after your health, and take care of others. Alcoholic beverages are for adults only.

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.