

## Guanacaste, land of culture and sustainability, celebrates 201 years of its annexation

- *Partnerships with entrepreneurs, communities, and nature drive the region's development.*
- *Environmental and social initiatives reinforce the legacy of a vibrant, strong, and resilient province.*

**July 2025.** The commemoration of the 201st anniversary of the annexation of Nicoya is an opportunity to celebrate the identity, courage, and heritage of the province of Guanacaste. For FIFCO and its hospitality division, Reserva Conchal, this date takes on special significance as a reminder of our ongoing commitment to sustainable development and the creation of shared value in the region.

Located on the Nicoya Peninsula, Reserva Conchal implements an expansive sustainability model, in which every action seeks to go beyond direct impact, extending benefits to communities, biodiversity, and local economy.

In the environmental sphere, Reserva Conchal is a benchmark in biodiversity conservation and ecosystem restoration. Its operation encompasses nearly 40 hectares of the Conchal Mixed Wildlife Refuge, which, in addition to protecting local species, acts as a natural carbon sink.

One of the most representative projects of the operation is the Reserva Conchal Apiary, developed in partnership with *Blue Zones Nicoya* and *Mieles Nicoyanas*. This initiative promotes pollinator conservation through responsible beekeeping, which has been recognized internationally for its quality, sustainability, and contribution to biodiversity.

On the social side, Reserva Conchal actively works with entrepreneurs, community organizations, and educational centers to promote the area's comprehensive development. Over the course of a decade, its Dual Education program has graduated dozens of students, with an employability rate of over 80% within its operation.

In addition, as part of its commitment to boosting the local economy, Reserva Conchal promotes productive chains and strengthens the entrepreneurial ecosystem in the region. It is currently working on the creation of a catalog of local enterprises that seeks to highlight and consolidate the area's products and services, aimed at facilitating sustainable commercial alliances between small businesses and different actors in the sector.

In addition, cultural celebrations held at its facilities provide opportunities for local entrepreneurs to showcase their creations, products, and traditions, generating real opportunities for exposure, connection, and growth. These actions are part of a comprehensive strategy to support local production, which recognizes Guanacaste's entrepreneurship as an essential driver of sustainable development in the region.

Initiatives such as the Najui Agroecological Garden, led by women heads of household, and the *Tradiciones Compartidas* (Shared Traditions) project, focused on rescuing and disseminating Guanacaste's culinary heritage, reflect the desire to integrate social development with the protection of Guanacaste's identity and cultural heritage.

Reserva Conchal operates under FIFCO's ESG strategy, reporting transparently and with high ethical standards at the governance level. Every action responds to a business vision that places sustainability at the center as a guiding principle for every decision.

*"Being part of Guanacaste is a privilege that we take on with responsibility. At Reserva Conchal, we work toward a model that promotes local development while caring for the culture, environment, and essence that make this region unique," said Fabián Fernández, FIFCO's Hospitality Manager.*

The commemoration of the 201st anniversary of the annexation is also an opportunity to renew our commitment to Guanacaste, a land that inspires with its natural wealth, cultural identity, and the strength of its people.

### **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.*

### **About Reserva Conchal**

*Reserva Conchal is a sustainable community and resort in Guanacaste, Costa Rica. Located in front of spectacular Playa Conchal, it encompasses 930 hectares of biodiversity, wellness, and unique experiences. With world-class recreational areas, first-class accommodations, and a commitment to conservation, Reserva Conchal offers a lifestyle in harmony with nature.*

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