

FIFCO presents VIDA, a 100% Costa Rican functional beverage

- The company is committed to local innovation with a functional beverage aligned with its sustainability goals and balanced portfolio.
- With ingredients such as ashwagandha, rhodiola, and natural caffeine, VIDA offers three functional options to relax, concentrate, or recharge.

August 2025. Trends confirm that more people are looking for products that help them take care of their physical and mental health without sacrificing taste. According to data from a study conducted by the consulting firm Kantar, in Costa Rica, more than half of consumers have incorporated healthy habits into their routine and are concerned about aspects such as energy, focus, and relaxation.

This lifestyle change is driving demand for functional beverage alternatives that are sugar-free, calorie-free, and made with natural ingredients. At the same time, emotional well-being, mindful eating, and mental balance are part of the routine, especially for young adults who face demanding schedules, high stress levels, and multiple responsibilities.

In line with this transformation, Florida Ice & Farm Co. (FIFCO) launched VIDA, the first functional beverage developed in Costa Rica. This innovation represents another step forward in the company's commitment to continuing to lead the beverage market and develop products that respond to new needs, while keeping the consumer at the center of everything we do.

A commitment to innovation and well-being

VIDA is a sugar-free, calorie-free drink with natural functional ingredients that work as adaptogens, natural substances whose purpose is to help the body adapt to stress and promote well-being. It was designed through scientific studies to accompany different moments of the day: when you need energy, concentration, or relaxation.

“With VIDA, we reaffirm our commitment to expansive sustainability and take a step forward in our commitment to offering options that place the consumer at the center. We have created an innovative, functional drink designed for everyday well-being, in line with trends in health, convenience, and enjoyment in daily activities,” said Maria Pía Robles, FIFCO’s Director of Corporate Relations.

Each flavor contains a functional active ingredient:

- **Mandarin + Natural Caffeine:** Obtained naturally from beans, caffeine gently stimulates the central nervous system, blocking adenosine (a molecule that causes feelings of tiredness), which increases physical energy and alertness.
- **Pink grapefruit + Rhodiola:** Rhodiola is an adaptogenic plant that helps improve mental and physical resistance to stress. It can increase the production of neurotransmitters such as serotonin and dopamine, promoting focus, mental clarity, and fatigue reduction.

- **Blackberry + Ashwagandha:** Ashwagandha is a root that reduces levels of cortisol, the “stress hormone,” and promotes a state of calm without causing drowsiness.

“VIDA was created in response to increasingly conscious consumers who are looking for functionality, well-being, and experiences that are aligned with their lifestyle. It is a local product that combines functional ingredients and convenience, opening the door to enjoyable and fun self-care,” said María Fernanda Cascante, FIFCO’s Innovation and Emerging Brands Manager.

With this offering, FIFCO is breaking into the functional category with a beverage created in the country that makes real benefits and scientifically backed natural functional ingredients available to more people, offering a pleasant and uncomplicated sensory experience. This launch is aligned with the company's 2027 sustainability goals, offering a more balanced, sugar-free portfolio that promotes healthy lifestyles.

VIDA marks the beginning of a new stage for the company, bringing together science, great taste, and well-being. As part of our commitment to placing consumers at the center of our business, we remain at the forefront to anticipate and respond to their needs.

The beverage is available in supermarkets (Walmart and AutoMercado), convenience stores (AMPM, Fresh Market, and Vindi), and pharmacies throughout the country (Fischel and La Bomba). It is important to note that, for people with specific health conditions or under pharmacological treatment, VIDA should be consumed under medical supervision.

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.