



## Beer Month: category innovation, smart consumption, and sustainability

- FIFCO is evolving the beer category with innovative offerings, flavored beers, and a consumer-centric approach.
- With brands such as ROCK and its Smart Consumption program, the company leads a more diverse, disruptive, and conscious beer portfolio.

**August 2025.** As part of Beer Month, Florida Ice & Farm Co. (FIFCO) commemorates this event by highlighting its role as a leader in innovation within the Costa Rican beer market, with a diverse portfolio, disruptive offerings, and a vision focused on smart consumption.

Throughout its history, FIFCO has placed consumers at the center of its strategy, responding to their interests, lifestyles, and new habits. Today, this translates into a wide range of products that includes traditional and flavored beers, as well as non-alcoholic options, designed for those who seek to enjoy products that offer flavor, quality, and experiences.

*“At FIFCO, we believe that beer can be an expression of innovation, awareness, and authenticity. Our commitment has been to evolve this category in every way: portfolio, processes, packaging, and communication, to offer consumers an experience that aligns with their interests and lifestyle,” said Maria Pía Robles, FIFCO’s Director of Corporate Relations.*

In line with this evolution, FIFCO continues to invest in brands that connect with new generations. A recent example is the relaunch of ROCK, a beer that breaks the rules of the traditional market. Now with a modern image and two new flavors, ROCK Spicy Orange and ROCK Grapefruit Cherry, which join ROCK Lemon & Salt. This offering connects with young people looking for disruptive experiences, intense flavors, and brands that speak their language.

This visionary work has allowed FIFCO to consolidate a more conscious beer category, with brands that not only compete in taste and quality, but also reflect values shared with consumers. From the most traditional to the most daring beers, the company continues to lead the way toward a diverse, responsible portfolio aligned with global trends in wellness, authenticity, and sustainability.

As part of this vision, the company promotes the Comprehensive Smart Consumption program, focused on encouraging responsible consumption patterns among the adult population. Through digital platforms and educational programs, FIFCO trained more than 66,000 people in 2024, while maintaining a robust offering of low-alcohol beers. At the end of last year, 41.95% of its portfolio consisted of products with ≤4% alcohol content.

Innovation is present in FIFCO's operations and production areas. Under its *FIFCO Circular* strategy, the company has implemented processes that optimize the use of materials, reduce waste, and transform its production model toward a circular economy. In 2024, it achieved a circularity index of 61%, exceeding its target for 2027 ahead of schedule. This continuous

improvement reflects the company's commitment to generating a positive impact at every stage of its value chain.

### **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.