



Imperial celebrates Costa Rican Pride with a campaign that celebrates Costa Rican identity

- The “Costa Rican r”, a unique feature of its speech, is at the heart of Imperial's new campaign.
- The brand invites us to rediscover what makes us different and to celebrate our identity with pride.
- It will feature on labels and digital platforms with a bold proposal.

September 2025. According to the Institute of Linguistic Research (INIL) at the University of Costa Rica, the so-called “Costa Rican r” is the most characteristic phonetic feature of Costa Rican Spanish, a peculiarity that has become a hallmark of the national language. This detail inspires Imperial beer's new *Orgullo Tico* (Costa Rican Pride) campaign, which transforms what may have once been stigmatized into a source of cultural pride and a sense of belonging.

This linguistic phenomenon, described by the INIL as a phonological innovation unique to the region, is highly noticeable to speakers of other varieties of Spanish. For this reason, it is recognized as an immediate dialectal marker that identifies Costa Ricans anywhere in the world.

Imperial, the *BiRRa* (beer) of the Ticos, celebrates “those little details that make us unique.” Based on this particularity, the brand invites Ticos to embrace their identity, recognize their way of speaking as part of who they are, and celebrate ***Orgullo Tico***. With more than 100 years of history, Imperial has been present at emblematic moments in the country's history, building an emotional bond that transcends generations. Today, that connection is reaffirmed with a campaign that speaks to our culture, what defines us, and why it is worth celebrating.

“In Costa Rica, we don't roll our “r”, and that connects us to each other and to our way of being. It's a reminder that our voice reflects who we are wherever we are, a mark of authenticity that we want to celebrate with the Birra del Orgullo Tico. Our identity matters and deserves to be lived with pride, both inside and outside the country,” explained Fabián Loría, Imperial brand manager.

In order to further highlight and show off the pride of not rolling the “r” and being Costa Rican, Imperial made a special change to its labeling and digital platforms. In addition, the brand will offer games and activities on social media through which it challenges Ticos to measure their accent level and thus join in this great celebration.

Imperial not only remains a symbol that accompanies national celebrations but also inspires more companies to rescue and value the Costa Rican identity as part of their DNA. *Orgullo Tico* is a call to recognize the country's cultural richness, to feel pride in our roots, and to celebrate the details that make us different in the world.



Maria Pía Robles, Director of Corporate Relations, *"Imperial is a standard-bearer of sustainability because it represents the best of Costa Rica. It is the world's first water-positive beer and has been awarded the Type III environmental eco-label by the Costa Rican Ministry of Environment and Energy, which is evidence of years of efforts in efficient resource management and environmental impact mitigation. Building sustainability begins with valuing who we are, where we come from, and what we want to preserve and transform as a country".*

Imperial, FIFCO's flagship brand, inspires each generation to take pride in what it means to be Costa Rican and highlights that the way we speak, the way we live the *pura vida* lifestyle, and the details that set us apart are also the essence of our identity.

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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.