

Guide for hosts: how to shine at parties in a smart way

- *The end-of-year parties are an opportunity to celebrate in a smart and responsible way*
- *FIFCO prioritizes the dissemination of information on moderate alcohol consumption as part of its Expansive Sustainability strategy*
- ***Without exception, FIFCO reinforces zero consumption among minors and the importance of adopting practices that promote healthier and safer consumption.***

November 2025. In the context of end-of-year celebrations, protecting minors and vulnerable or sensitive populations while promoting informed and responsible citizenship are fundamental pillars of the Smart Consumption of alcoholic beverages campaign promoted by FIFCO.

With a clear call to promote smart consumption patterns among people over 18 who choose to consume alcoholic beverages, this strategy is aligned with the company's sustainability goals, specifically #3, Smart Consumption and Lower Alcohol Content Portfolio.

Smart Host Guide

Here are five important tips to ensure your guests enjoy the party and everything runs smoothly:

1. If you are going to drink, always stay in control and drink in moderation, so that situations can be handled in a more controlled manner.
2. Always offer food and water to your guests. It is important to eat while drinking, as well as to drink water constantly.
3. Respect those who prefer not to drink alcohol. Always have non-alcoholic options available for these people.
4. Non-alcoholic beverages should also be part of the "menu".
5. Make sure your guests have a safe way home.

Under the slogan **"Levémosla al suave" (Let's take it easy)**, FIFCO presents a series of messages aimed at adults to encourage more conscious, responsible, and empathetic decisions. It promotes moderate consumption, respect for those who do not drink, and planning safe celebrations.

"Celebrating also means caring. We are making an urgent and clear call: people under the age of 18 should not consume alcoholic beverages. As a society, we have a responsibility to protect our most sensitive and vulnerable populations, while promoting informed, moderate, and conscious consumption among healthy adults who choose to consume," said Maria Pía Robles, Director of Corporate Relations at FIFCO.

Among the tips promoted by the campaign are: drink slowly, do not mix alcohol with energy drinks, avoid daily consumption, hydrate between drinks, and accompany

alcoholic beverages with food. The population is also encouraged to set a consumption budget and avoid binge drinking or excessive consumption in a short period of time.

In addition, FIFCO continues to strengthen its educational work in secondary schools through the Healthy Living e-learning tool, developed in conjunction with the Ministry of Public Education, which reaches 10th and 11th grade students with preventive messages.



“A society that takes care of itself is a society that educates and sets limits responsibly. We are committed to a conscious, informed, and supportive citizenry, capable of celebrating without risking the health or safety of others,” concluded Robles.

If you would like to learn more about smart consumption, visit FIFCO's [2024 Integrated Report on page 200](#).

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.