

# The New Imperial Beer Arrives in Costa Rica: Passion Fruit Becomes the Star of Summer

- Imperial expands its portfolio with Imperial Michelada Passion Fruit, a limited-edition beer.
- *A new option for those who feel the immediate desire to refresh themselves.*
- *This launch is accompanied by a musical initiative that celebrates summer and national talent.*

**Costa Rica, January 2026.** Imperial expands its portfolio in Costa Rica with the launch of its new Michelada Passion Fruit, a limited-edition beer that embraces tropical flavors and responds to consumption preferences associated with summer.

This new proposal joins the evolution of the beer market, which has shown a clear inclination toward fresher, lighter, and more experimental options, without losing the refreshing character inherent to beer. In this context, fruity flavors—especially passion fruit—have gained prominence for their acidic, aromatic, and refreshing profile.

*“At Imperial, we understand that innovating doesn’t mean changing our essence, but evolving alongside the preferences of those who choose us. Imperial Michelada Passion Fruit was born from listening to consumers and reinterpreting flavors that are part of our culture of enjoyment,”* said Fabián Loría, Imperial brand manager.

Costa Rica is no stranger to the global trend of beers with new flavor profiles and blended beverages. On the contrary, it has become a key market for proposals that integrate tropical flavors and refreshing formats, especially during consumption moments associated with summer and socializing.

*“Passion fruit brings freshness, acidity, and a distinctive character that naturally blends with lemon and salt—elements typical of the michelada experience. The result is an authentic, refreshing proposal aligned with local taste,”* added Loría.

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## A Cultural Initiative for Summer

As part of the launch, Imperial joins a group of national artists to present the music video “Besitos Maracuyá,” which will be available on all platforms on January 15. This musical piece celebrates summer, local identity, and music made in Costa Rica. The song was developed from the creative freedom of its performers and adds to a line of work the brand has built over several years, focused on consistently showcasing and supporting national talent.

Through music, Imperial reinforces its role as a brand that seeks to amplify the Costa Rican voice, using this cultural language as a space for expression, gathering, and real connection with audiences.

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## **Availability**

The new Imperial Micheladas will be available during the summer in most supermarkets, corner stores, and convenience shops across the country, in a 350 ml can presentation.

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## **About Imperial**

Imperial was born in 1924 and has five line extensions for all consumer tastes and lifestyles: Imperial, Imperial Silver, Imperial Light, Imperial Cero, Imperial Ultra, and Imperial Micheladas. Imperial is a leading brand in Costa Rica and the region, recognized and preferred for offering unique events and experiences, its flavor diversity, and its sustainability initiatives.

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## **About FIFCO**

FIFCO is a food and beverage company with 117 years of history, operating in Costa Rica, Central America, the Dominican Republic, Mexico, and the United States. It has 5 production plants and 13 distribution centers. It owns 3 business divisions: “Florida Bebidas” (food and beverages), “FIFCO Hospitality” (real estate sector), and “FIFCO Retail” (retail sales). It exports to more than 10 countries worldwide and has a portfolio of over 2,000 products.