**Arca Continental and ITESM Promote University Talent with Hack4Her**

* *Arca Continental, together with ITESM, celebrates the first hackathon, Hack4Her, to promote university talent in technology, science, and mathematics.*
* *The hackathon brought together nearly 300 students from various universities across the country in Monterrey, N.L., to solve real technology and business challenges from Arca Continental's Digital Nest.*

**Monterrey, Mexico, June 17, 2025** – Arca Continental, one of the largest Coca-Cola bottlers in the world, held the first national hackathon, Hack4Her, in collaboration with ITESM (Instituto Tecnológico y de Estudios Superiores de Monterrey), focused on promoting young students in science, technology, and mathematics.

The event, held from June 14 to 15 at the ITESM Monterrey campus, brought together nearly 300 young people from various universities in the country, who worked in teams to solve digital technology and business challenges proposed by Arca Continental.

For 36 continuous hours, the participants developed solutions to real challenges from Arca Continental's Digital Nest, focused on:

* Artificial intelligence applied to operations
* Secure and user-friendly web access
* Prediction of failures in coolers
* Digital loyalty programs

The hackathon was executed with the support of the ITESM student group WIT (Women in Technology), which also included update workshops, networking sessions, and the first National Meeting of Women in STEM, which included leaders from the academic and industrial sectors to create spaces for collaboration and growth.

*“We are excited to participate in initiatives like Hack4Her, where universities and the private sector converge to create more opportunities for university talent and foster innovation,”* said Santiago Herrera, Executive Director of Commercial and Digital at Arca Continental.

With this type of initiative, the company reaffirms its commitment to the development of university talent, strengthening its innovation ecosystem with a vision of sustainable growth.

**AC Digital Nest: A Driver of Innovation and Shared Value**

Arca Continental's Digital Nest brings together nearly 200 experts in digital technology, data science, and commercial strategy. Using agile methodologies and artificial intelligence, the team develops cutting-edge solutions to optimize both customer experience and operational efficiency.

Through its digital solutions, Arca Continental empowers one million grocery store and warehouse customers in five countries: Argentina, USA, Peru, Ecuador, and Mexico, by working with cutting-edge cloud-based technologies, software development, and machine learning models, among others.

**About Arca Continental**

Arca Continental is a company engaged in the production, distribution, and sale of beverages under The Coca-Cola Company’s brands, as well as savory snacks under the Bokados brand in Mexico, Inalecsa in Ecuador, and Wise in the United States. With a distinguished track record of over 99 years, Arca Continental is the second-largest Coca-Cola bottler in the Americas and one of the most important in the world. Through its Coca-Cola franchise, the company serves a population of over 128 million across northern and western Mexico, Ecuador, Peru, northern Argentina, and the southwestern United States. Arca Continental is publicly traded on the Mexican Stock Exchange under the symbol "AC".

For more information about Arca Continental, please visit [www.arcacontal.com](http://www.arcacontal.com)

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