



Press release

## **Whole Foods reveals natural-refrigerants strategy in 2nd *Accelerate America* issue**

Danbury, Connecticut, USA, 18 December 2014: In the December/January edition of shecco's new monthly magazine *Accelerate America*, Whole Foods Market provides an in-depth look at its natural-refrigerants strategy, including a tour of its HFC-free store in Brooklyn, N.Y. In addition, the second edition has articles on other end-users of natural refrigerants, including a Metro supermarket in Canada and an ice rink in Quebec, as well as news from the Chillventa trade show in Germany and analysis of the latest Montreal Protocol meeting and the U.S.-China climate announcement.

Written for and about the most progressive business leaders working with climate-friendly natural refrigerants in the United States, Canada and Mexico, *Accelerate America* is viewable online at no charge at <http://accelerate.shecco.com>. In addition, print editions of the magazine will be distributed at key North American trade shows.

### **Whole Foods and Metro trial CO<sub>2</sub> transcritical refrigeration**

In an exclusive interview Whole Foods sustainability executives, including Kathy Loftus, Mike Ellinger and Tristram Coffin, explain how Whole Foods, the natural and organic foods chain is testing refrigeration systems that use climate-friendly natural refrigerants like carbon dioxide and ammonia rather than synthetic options like hydrofluorocarbons (HFCs) that are potent climate warmers. With three transcritical CO<sub>2</sub> stores and another that will test ammonia-CO<sub>2</sub>, Whole Foods is a frontrunner when it comes to trials of natural fluids in the U.S.

In Canada, Metro Plus Marquis has become the latest food retailer to open a store with a transcritical refrigeration system that uses only carbon dioxide as its refrigerant. Owner Jean-Paul Marquis, talks about his decision to switch to CO<sub>2</sub> refrigeration.

### **Latest in CO<sub>2</sub> refrigeration from Systemes LMP and Micro Thermo**

Key vendors Systemes LMP and Micro Thermo discuss their embrace of natural-refrigerant systems. Xavier Marle explains how Systemes LMP is doing its homework on CO<sub>2</sub> refrigeration with a lab dedicated to testing and teaching, whilst Serge Cloutier and Claude Brassard from systems controls manufacturer Mirco Thermo, explain why transcritical CO<sub>2</sub> refrigeration is the future for supermarket installations in Canada and the U.S.

### **Sign up to the *Accelerate America* newsletter**

To hear about new editions Readers of the *Accelerate America* Magazine are invited to sign up to the <http://accelerate.shecco.com> newsletter.

### **About shecco**

For more than a decade market development expert shecco has been active in helping bring climate friendly technologies faster to market. shecco supports over 100+ partners worldwide in the HVAC&R sector, where the focus is on sustainable refrigeration, heating & cooling technologies using natural refrigerants. shecco offers a variety of services in three areas: 1) media & publications, including online industry platforms and a catalogue of dedicated research reports; 2) business development, including market research, consultancy and public affairs services, as well as special international projects; and 3) events, including international conferences and national workshops.

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