



Press release

Coca-Cola reveals natural-refrigerants strategy in March issue of shecco's *Accelerate America* magazine

Connecticut, 17 March 2015: The Coca-Cola Company provides an in-depth look at its natural-refrigerants strategy, including its decision to use carbon dioxide in beverage coolers and vending machines worldwide, in the March issue of *Accelerate America*, which was published online this week.

Produced by shecco, the worldwide expert in natural refrigerant news, *Accelerate America* is the first monthly news magazine 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.

Special focus on the foodservice industry

In the March issue (No. 4), Coca-Cola sustainability and equipment executives Tomas Ambrosetti and Steven Cousins explain how the beverage giant is meeting its 2015 goal of using only CO₂ as a refrigerant in all new cooling equipment rather than global-warming hydrofluorocarbons (HFCs). In addition, this issue has articles on two other mega-brands in the foodservice industry – Red Bull, which is embracing the hydrocarbon isobutane as the refrigerant in its cooling equipment, and McDonald's, which is testing both CO₂ and hydrocarbons in its various refrigeration equipment. Texas grocer Lowe's Markets talks about its unusual test of propane as a refrigerant for frozen-food cases.

The March issue also has coverage of two major U.S. trade shows, the AHR Expo and the NAFEM Show, as well as analysis of the impact of new regulations from the Environmental Protection Agency and the Department of Energy. And hydrocarbon compressor maker Embraco shares its take on market developments in North America.

The mission of the magazine is to advance adoption of natural refrigerants -- such as carbon dioxide, ammonia, propane, isobutane, water and air – by informing readers about how they are being used in HVAC&R (heating, ventilation, air-conditioning and refrigeration) applications across industries in North America.

"Natural refrigerant-based technologies are disrupting the HVAC&R industry in North America," said Marc Chasserot, publisher of *Accelerate America* and managing director, shecco. "Behind this wave of innovation are people with brilliant and creative ideas who are designing and using functioning technologies in brand new ways to meet exciting

new business opportunities. These are the people, ideas and technologies we want to cover in Accelerate America.”

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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