



**For Immediate Release**

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## **Carrier Transicold's "Cool Dinner" Campaign Serves a Tasty Treat**

**RUEIL-MALMAISON, France, Sept. 1, 2017** — In an effort to highlight the important role refrigeration plays in getting fresh food from "farm to fork," [Carrier Transicold](#) has launched its "Cool Dinner" campaign, which will provide a behind-the-scenes look at how the company's refrigerated transport systems help talented chefs delight taste buds across Europe. Residents across the region can follow along, learn new recipes and enter for a chance to win a chef-prepared meal in their own home. *Carrier Transicold is a part of UTC Climate, Controls & Security, a unit of United Technologies Corp. (NYSE: UTX).*

The campaign will highlight two distinct journeys, in what it calls "seasons"; each will follow a different ingredient as it travels across Europe. The first season, "The Cool and Sweet Cheese Experience", launches next weekend and will track tasty Emmental cheese from the Käserei Längacker-Brügglén dairy in the Swiss Alps, north to St. Petersburg, Russia – a journey emphasizing how Carrier Transicold's products and pan-European service network deliver temperature-sensitive cargo fresh and on time. The campaign's second season will follow the journey of another regional ingredient from northern Europe to the south of France.

Visitors to [www.coolbycarrier.com/cooldinner](http://www.coolbycarrier.com/cooldinner) will have access to exclusive content demonstrating the integral role Carrier Transicold plays along the way, with the cheese's journey culminating in prestigious local Russian chef Anton Isakov's mouth-watering recipe video so that viewers can try it at home. In addition, visitors to the website can enter to win a dinner for four, cooked by a local chef in the comfort of their own home. Four regional winners will be selected from registrants online at [www.coolbycarrier.com/cooldinner](http://www.coolbycarrier.com/cooldinner).

"We take great pride in helping to deliver Europe's finest ingredients to restaurants across the continent," said Bertrand Gueguen, president, International Truck Trailer, Carrier Transicold. "The Cool Dinner campaign provides us with the ideal platform to demonstrate the technology and coordinated effort that goes into ensuring that delicious ingredients arrive as fresh and tasty as they were when they were loaded onto the trucks."

The first journey begins after the Emmental has matured in the refining cellars in the Swiss Alps. From there, logistics company Anton Häfliger AG will carry the cheese more than 3,000 kilometres in a refrigerated trailer equipped with a Carrier Transicold Vector® 1550 unit – which offers the ideal blend of power and efficiency, alongside exceptional pull-down time, temperature control and the versatility required for transporting temperature-sensitive goods.

The journey highlights the high-level service Carrier Transicold offers to its customers via 26 service centres along the route – part of a network of more than 600 throughout Europe – demonstrating the 24/7 support provided to Carrier Transicold customers.

The campaign officially launches at next week's Comtrans Show in Moscow. At the show, visitors can enjoy delicious canapes prepared live with Swiss cheese by Chef Isakov. They can also enter the contest from the stand. For more information on Carrier Transicold and its products and services, visit [www.carriertransicold.eu](http://www.carriertransicold.eu). Follow Carrier Transicold on Twitter: [@SmartColdChain](https://twitter.com/SmartColdChain).

### **About Carrier Transicold**

Carrier Transicold helps improve transport and shipping of temperature controlled cargoes with a complete line of equipment and services for refrigerated transport and cold chain visibility. For more than 45 years, Carrier Transicold has been an industry leader, providing customers around the world with advanced, energy-efficient and environmentally sustainable container refrigeration systems and generator sets, direct-drive and diesel truck units, and trailer refrigeration systems. Carrier Transicold is a part of UTC Climate, Controls & Security, a unit of United Technologies Corp., a leading provider to the aerospace and building systems industries worldwide. For more information, visit [www.carriertransicold.eu](http://www.carriertransicold.eu). Follow Carrier on Twitter: [@SmartColdChain](https://twitter.com/SmartColdChain).

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