



**For Immediate Release**

**Contact:** Julie Cardin  
Carrier Transicold Europe  
+ 33 (0)1 41 42 28 44  
[julie.cardin@carrier.utc.com](mailto:julie.cardin@carrier.utc.com)

## **Carrier Transicold's Cool Dinner Campaign up to the Challenges of Delivering Fresh Food to the Table**

**WARRINGTON, England, April 12, 2018** —[Carrier Transicold](#) has brought its 'Cool Dinner' campaign to a delicious conclusion. Focusing on two seasons – 'The Cool and Sweet Cheese Experience' and 'The Cool and Tender Salmon Experience' – the campaign set out to showcase the integral role the company's refrigerated transport solutions play in the cold chain, transporting fresh food "from farm to fork". *Carrier Transicold is a part of UTC Climate, Controls & Security, a unit of United Technologies Corp. (NYSE: UTX).*

Both seasons followed a chosen ingredient, Emmental cheese and Nordic salmon, making its journey across Europe from a prestigious producer all the way to the hands of two talented local chefs, who demonstrated their skills in the Carrier Transicold stand at two international trade shows. Visitors to [www.coolbycarrier.com/cooldinner](http://www.coolbycarrier.com/cooldinner) were given behind-the-scenes insight into the intricacies of transporting such temperature-sensitive loads – including how Carrier Transicold's powerful temperature-controlled units, advanced telematics and monitoring systems combine to maintain cold chain integrity, even in extreme ambient temperatures.

"We are proud to play such a critical role in helping to transport fresh and frozen foods around the world, helping to feed people every day," said Bertrand Gueguen,

president, International Truck Trailer, Carrier Transicold. “Both seasons were fantastic, with this latest instalment showing how we use our skills and technology to help keep fish fresh – regardless of the temperature outside.”

The Cool and Sweet Cheese Experience tracked tasty Emmental cheese from the Käserei Längacker-Brüggen dairy in the Swiss Alps, north to St. Petersburg, Russia, while the Cool and Tender Salmon Experience followed a shipment of salmon as it made a journey of more than 2,000 kilometres from Norway to the South of France.

The Emmental cheese travelled 3,000 kilometres in a refrigerated trailer equipped with a Carrier Transicold Vector® 1550 unit, a trip that showcased the high-level service Carrier Transicold offers its customers via the 26 service centres along the route – part of a network of more than 600 throughout Europe.

The high-quality sustainable salmon originated at fish farmer NRS Feoy (a subsidiary of Norway Royal Salmon ASA). Its journey presented a wealth of logistical challenges – primarily due to the changing ambient temperatures along the route. In Norway temperatures can fall as low as -40 degrees Celsius, however, fresh salmon must be maintained between zero and 2 degrees Celsius. Logistics company, Bring Cargo AS, who transported the salmon across Europe, turned to Carrier Transicold’s most powerful Vector® 1950 MT (multi-temperature) and its patented E-Drive® all-electric technology to warm the trailer to the correct set point, despite the freezing temperatures outside.

This second season also explored how Carrier Transicold’s DataCOLD® temperature monitoring software and trailer telematics systems help protect the cold chain, with live reports on trailer temperatures, fuel consumption and accurate delivery tracking.

At the end of both trips, a mouth-watering recipe from a talented chef was uploaded to the website – a delicious Swiss cheese dish from Russia chef Anton Isakov and a tasty Norwegian salmon course from French chef Jacques Mazerand.

During the campaign, Carrier Transicold invited customers and visitors to the dedicated website, along with attendees of the two trade shows, to enter a pan-European competition with winners picked from 16 different countries, each receiving delicious food baskets designed around cheese or salmon. Four contestants also won dinner for four cooked by a local chef, all in the comfort of their own home.

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).