



GLOBAL COLD CHAIN
ALLIANCE

CONNECTING A VITAL INDUSTRY

NEWS RELEASE – Contact Tori Miller at +1 703 373 4300

Global Cold Chain Directory Published By Global Cold Chain Alliance

Comprehensive Directory has New Features in 2008

WASHINGTON, DC, March 25, 2008 – More than 5,000 cold chain and perishable food industry professionals are now receiving the award-winning 500-page *Global Cold Chain Directory*.

Published annually, the 2008 Directory is the largest and most comprehensive directory of resources in the worldwide cold chain industry and is being published under a new title, the [Global Cold Chain Directory](#), to encompass all of the Global Cold Chain Alliance Partners.

These partners include the “Core Partner” organizations – the International Association of Refrigerated Warehouses (IARW), the World Food Logistics Organization (WFLO), the International Refrigerated Transportation Association (IRTA), and the International Association for Cold Storage Construction (IACSC).

Members of each of these organizations will receive the directory along with thousands of food companies that regularly use the cold chain resources and services listed in the directory. These include members of the American Frozen Food Institute (AFFI) and the National Frozen and Refrigerated Foods Association (NFRA). Key government officials also receive it.

The Alliance also includes a range of additional Affiliate Partners, Supporting Partners, and Strategic Partners that encompass all aspects of the diverse cold chain industry. For example, many associations that represent users of cold chain services, food

companies that use these services, and trade press that report on the industry are among these partners. All are included in the directory to provide easy linkages to all segments of the industry.

Within its six easily navigable, color-coded sections, food manufacturers, distributors, and retailers will find an international selection of cold storage warehouses, refrigerated transportation companies, cold storage design experts and companies charged with providing support services to the cold chain industry. It also includes a detailed index that makes it easy to find any company or association.

“When we formed the Global Cold Chain Alliance this past year, we knew that this directory would be one of the most recognizable and widely used benefits,” says Alliance President & CEO Bill Hudson. “The enhancements we made this year add tremendous value to the directory, and we know it will be used by members and cold chain industry customers alike.”

In early 2008, the Global Cold Chain Alliance accepted top honors for the 2007 International Cold Chain Directory from *Association Trends*, the national newsletter for association executives, in the Membership Directory Category in the 2007 All-Media Contest.

The directory is available free of charge to food manufacturers, grocers, food service employees, trucking companies, libraries, associations, trade press and government bodies. To request a copy, visit www.gcca.org and follow the link on the home page. Interested parties may also call Cold Chain Headquarters at +1 703 373 4300.

#

Comprised of its Core Partners, including the International Association of Refrigerated Warehouses, the World Food Logistics Organization, the International Refrigerated Transportation Association, and the International Association for Cold Storage Construction, the Global Cold Chain Alliance represents all major industries engaged in temperature-controlled logistics. The Alliance unites partners to facilitate communication, networking, and education for the perishable food industry. For more information about the Alliance, visit www.gcca.org.