



“Bloom has the rare combination of cutting edge product development capability and down-to-earth business skills that is required to commercialize the clean energy technologies we will need to curb our carbon emissions on a large scale.”

– Richard Crowther, Energy Efficiency Manager

#### Industry

Beverages

#### Fortune 500 Rank (2009)

73

#### Established

1886

#### Headquarters

Atlanta, Georgia

#### Web site

[www.coca-cola.com](http://www.coca-cola.com)

#### Bloom Installation

500 kW

Odwalla Production Facility  
Dinuba, CA

#### Objective

This project will operate on renewable biogas, providing a 24/7/365 renewable solution at its Odwalla Production Facility, reducing over 5 million pounds of CO<sub>2</sub> annually

## Coke Integrates Sustainability Throughout their Company while Improving the Bottom Line

The Coca-Cola Company is committed to growing its business while simultaneously reducing its global carbon footprint. Live Positively, the Coca-Cola platform for sustainability, represents the company's commitment to making sustainability “a part of everything we do.” Simultaneously, Coke's “2020 Vision” calls for doubling revenue and increasing margins. Therefore, Coca-Cola sustainability goals are intertwined with the business goals of increased profitability.

#### Why Bloom?

Coke sought a flexible solution that could provide constant, reliable power to around-the-clock bottling and manufacturing operations, provide a power-dense solution to large office buildings, and make a major contribution to reducing greenhouse gas emissions in facilities located around the world. Of course, all of these features had to include a boost to the bottom-line.

#### Bloom Energy

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