



**FOR IMMEDIATE RELEASE**

**LG AND LONDON VEGETABLE ORCHESTRA  
KEEP IT FRESH THIS WORLD ENVIRONMENT DAY**

*Edible-Instrument Musicians Demonstrate How Food Waste  
Can Be Reduced with Refrigerator Technology from LG*

**ENGLEWOOD CLIFFS, N.J., June 5, 2017** — To raise awareness of food waste this World Environment Day, LG Electronics (LG) teamed up with the music-making talents of the acclaimed “London Vegetable Orchestra” to demonstrate how advanced refrigerator technology can help extend the life of fresh foods for weeks or months, even against the demands of quirky performance art.

Food waste is one of the biggest challenges of our time. According to the United Nations, up to one third of all food is spoiled or wasted before it is ever consumed. Roughly one third of the food produced in the world for human consumption every year — approximately 1.3 billion tons — gets lost or wasted, amounting to about \$680 billion in industrialized countries and \$310 billion in developing countries.<sup>1</sup> Fruits and vegetables have the highest waste rates of any food due to their fast spoilage rate and lack of artificial preservatives.

Refrigeration technology dramatically changed the way societies evolved because refrigerators allowed people to move away from the agrarian lifestyle into more urban environments. But even refrigerators have their limits. Natural foods such as fruits and vegetables can spoil even when stored in a conventional refrigerator. For maximum benefit, refrigerators must be insulated from fluctuating ambient temperatures, which can alter the interior temperature of a refrigerator. According to refrigeration experts, the changing temperature inside the refrigerator has the greatest impact on the shelf life of food, more than the coldness of the refrigerator itself.

The musicians of the London Vegetable Orchestra (LVO) learned firsthand that not all refrigerators are created equal.



LVO musicians create green-symphonies with edible instruments by “hacking” fresh produce in a musical way. The orchestra, which got its start three years ago, has entertained music lovers with their instruments constructed of squashes, peppers, cassava roots, carrots and pumpkins.

Because their performances depend on the ability to generate precise sounds with their instruments, the musicians were forced to create new instruments every day with fresh vegetables as older produce could not create the notes that the musicians required as part of their repertoire.

But then LVO members were introduced to refrigerators with LG’s patented Inverter Linear Compressor technology. When the musicians placed their instruments in LG’s linear-equipped refrigerator, there was almost no difference in the sound even after a week in storage. This is possible because the greatest enemy to long-term food storage isn’t heat but temperature fluctuation.

The LG Inverter Linear Compressor – at the heart of models throughout the LG premium refrigerator lineup, including award-winning Door-in-Door® refrigerators – not only keep food fresh longer, but they also do it with lower energy and less noise. LG achieves this by reducing friction through structural enhancements and focusing energy on keeping food fresh. Because the Linear Compressor uses fewer moving parts and operates more efficiently, LG confidently backs the Linear Compressor with a 10-year limited warranty.

With **LG InstaView™ Door-in-Door® refrigerators**, users can simply knock twice on the door’s sleek glass panel and it illuminates to see inside without opening the door, reducing cold air loss to help keep food fresher, longer. With finishes including stainless steel and the new black stainless steel, and configuration options including Side-By-Side, French 3-Door and 4-Door models, U.S. families can find an LG InstaView refrigerator that fits their kitchen perfectly.



The full story can be viewed here: [www.youtube.com/watch?v=OkS-tY3BWMA](http://www.youtube.com/watch?v=OkS-tY3BWMA).

###

<sup>1</sup> [www.fao.org/save-food/resources/keyfindings/en](http://www.fao.org/save-food/resources/keyfindings/en)

#### **About LG Electronics Home Appliance & Air Solution Company**

The LG Electronics Home Appliance & Air Solution Company is a global leader in home appliances, smart home solutions and air quality systems. The company is creating total solutions for the home with its industry leading core technologies. LG is committed to making life better for consumers around the world by providing thoughtfully designed products, including refrigerators, washing machines, dishwashers, cooking appliances, vacuum cleaners, built-in appliances, air conditioners, air purifiers and dehumidifiers. Collectively, these products deliver enhanced convenience, superb performance, great savings and compelling health benefits.

#### **About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$48 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics sells a range of stylish and innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. For more news and information on LG Electronics, please visit [www.LG.com](http://www.LG.com).

#### *Media Contact:*

LG Electronics, Inc.  
Ken Hong  
+822 3777 3626  
[ken.hong@lge.com](mailto:ken.hong@lge.com)  
[www.LGnewsroom.com](http://www.LGnewsroom.com)

LG Electronics USA  
Taryn Brucia  
201 816 2187  
[taryn.brucia@lge.com](mailto:taryn.brucia@lge.com)