

# Grupo Modelo, part of Anheuser-Busch InBev act on net zero ambition with Absolicon solar heat

**Absolicon and Grupo Modelo, part of Anheuser-Busch InBev have signed an agreement for a first solar heat installation in Mexico. Full potential for solar heat installations at Grupo Modelo plants in Mexico exceeds 180 000 m<sup>2</sup>. The initial installation is expected to commence in 2023 using the patented Absolicon T160 technology. Absolicon solar collectors will run industrial brewing processes providing renewable solar energy through a heat purchase agreement. Absolicon will work closely with local production line partner CITRUS JMK S.A DE C.V in Mexico with the installation and local preparation.**

Absolicon and Grupo Modelo, part of Anheuser-Busch InBev (AB InBev), through Cervecería Modelo del Centro, have signed an agreement for a first solar heat installation at Grupo Modelo's newest and most modern plant in Mexico, located in the municipality of Apan, Hidalgo.

A feasibility study from Absolicon shows that the total potential for solar heat installations at Grupo Modelo facilities in Mexico exceeds 180 000 m<sup>2</sup>. Out of this the potential extension at the Apan site is around 15 000 m<sup>2</sup>. Initially, a 660 m<sup>2</sup> solar collector field will be set up and following an evaluation period, the solar installation will provide the basis to define the scope and detailed design for a potential future expansion.

Grupo Modelo's Cervecería Modelo del Centro is part of the world's largest brewer Anheuser-Busch InBev with a diverse portfolio of well over 500 beer brands including global brands such as Budweiser, Corona, and Stella Artois; multi-country brands Beck's, Castle, Castle Light, Leffe, and Hoegaarden.

The group is committed to reduce up to 25% of its CO<sub>2</sub> emissions by 2025 and to achieve net zero across the entire value chain by 2040. Using solar heat energy for a wide range of processing applications provides breweries the possibility of renewable heat at a constant energy price, enabling long term reductions in fuel costs and CO<sub>2</sub> emissions.

Carlo Semeraro, CSO, Absolicon: *This installation with Grupo Modelo at Cervecería Modelo del Centro is the first result of the long and rich cooperation between Absolicon and AB InBev. AB InBev early on identified the potential in Absolicon technology as part of their net zero ambition and we are very excited to now see this first installation take place.*

Absolicon T160 patented technology, has an operational temperature of up to 160°C heat and 8 bar steam. Cervecería Modelo del Centro will pay for the consumed energy through a heat purchase agreement and the solar field is owned and operated by Absolicon. The installation of the solar field will start during 2023.

## **Another step towards local production of solar collectors in Mexico**

Absolicon will work closely with its local production line partner CITRUS JMK S.A DE C.V (CITRUS) to ensure a successful project execution and installation of the project with Grupo Modelo at Cervecería Modelo del Centro.

Mikael Kaivola, Vice President of CITRUS: *“This is a major milestone for CITRUS in its mission to accelerate the energy transition in Mexico. We believe that a competitive and clean industry is the base for prosperity and growth. This project with AB InBev is a clear example that we are on the right path, the world is changing, and a new energy vision is rapidly emerging.”*

Joakim Byström, CEO, Absolicon: *“For Absolicon and CITRUS, this is another important step towards setting up a local production line for Absolicon solar collectors in Mexico. A full extension of the AB InBev project alone would yield an estimated 1.5 years’ production of solar collectors with the Absolicon production line. This shows that Absolicon’s business model of working on global projects together with local production partners is delivering results.”*

**Grupo Modelo**, founded in 1925, is a leader in the production, distribution and sale of beer in Mexico. Since 2013, the seventh zone is the largest brewing group in the world, Anheuser-Busch InBev. Currently, Grupo Modelo has 17 national brands, including Corona Extra, the most valuable brand in Latin America, Modelo Especial, Victoria, Pacifico and Negra Modelo.

**Anheuser-Busch InBev** is a multinational drink and brewing company headquartered in Leuven, Belgium. It is the world’s largest brewer with well over 500 beer brands in 150 different countries.

**CITRUS JMK S.A DE C.V** is an engineering consultancy based in Mexico City, Mexico. CITRUS is an official production line partner to Absolicon and they work towards finding and integrating the right clean, competitive energy technologies and solutions for manufacturing. You can find more info about CITRUS partnership with Absolicon in this press release: <http://www.absolicon.com/citrus-signs-framework-agreement-with-absolicon-to-acquire-production-line-in-mexico/>

**Absolicon Solar Collector AB (publ)** was established in 2005 as a research and development company in solar technology. Today, Absolicon is a publicly listed company with more than ten years of operational experience from all parts of the world. Absolicon specializes in providing tools for the transition from fossil fuels, providing a profitable, easy-to-install, and emission-free energy solution using solar thermal resources as well as complete robotic production lines for the solar collectors.

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*Absolicon is a listed Swedish solar energy company, specializing in concentrated solar heating. The solar collector T160 operates up to 160°C and has the highest optical efficiency ever measured for a commercially available small parabolic trough. After achieving groundbreaking performance, Absolicon has built two robotized production lines, one in Sweden and one in China that can produce 50 MWp(th) annually, one 5.5 m2 solar collector every six minutes. The company combines solar energy research with sales of solar collector fields to industries that need heat and steam and complete robotic production lines for T160.*