



EnergySmart Grocer Case Study: Hollister Super/Windmill Market

Hollister Super/Windmill Market three-store grocery chain reaps annual energy savings of over \$56,000 through the EnergySmart Grocer Program

Hollister Super and Windmill Market make up an independent chain of three grocery stores in Central California. In a competitive industry with low profit margins and high operating costs, this small chain needed cost-effective solutions for reducing overhead. A careful analysis of store operations revealed that electricity consumption, often considered a fixed cost, could be significantly reduced through energy efficiency projects. For help identifying and implementing projects, the chain turned to the EnergySmart Grocer Program.

An incentive program funded by Pacific Gas and Electric Company (PG&E) and designed and implemented by Portland Energy Conservation, Inc. (PECI), the EnergySmart Grocer Program helps grocers save money on their electricity bills with energy-efficient equipment upgrades and retrofits. Working with the Program, the Hollister Super/Windmill Market chain is now saving 475,000 kWh of electricity each year, equating to annual electricity bill savings of over \$56,000. To offset the upfront cost of energy efficiency installations, the chain received incentives of \$55,876.

Uncovering the savings opportunities

Highly skilled EnergySmart Grocer Field Energy Analysts (FEA) with expertise in the grocery industry performed a free comprehensive energy audit for each store. FEAs then identified energy saving projects that had a large return on investment and also qualified for utility incentives. The chain started with smaller projects and moved to larger projects once they started seeing energy and cost savings results. They eventually completed a wide range of projects including:

- T8 refrigeration case lighting
- Energy efficient display cases
- Electronically commutated motors (ECMs)
- Refrigeration controls
- Refrigeration door gaskets
- Refrigeration night covers and strip curtains
- Air-cooled condenser

“The FEAs are an amazing resource. They educated us on energy saving opportunities and pointed us to the best contractors,” said Chang So, Hollister Super/Windmill Market Owner.

Saving green by going green

Saving 475,000 annual kWh of electricity is equivalent to taking 62 cars off the road. “With EnergySmart Grocer we can go green by saving green,” said So. “We use less energy so it’s a greener solution for the earth plus we’re not spending as much money so we have more green back in our pocket.”

I would definitely recommend the EnergySmart Grocer Program to other grocers. The FEAs gave expert advice and identified energy saving opportunities that we weren’t aware of before. And with incentives that save me money right off the bat on new systems, the program without a doubt just makes sense.

*Chang So, Owner,
Hollister Super/Windmill Market*



QUICK FACTS

- Grocer:** Hollister Super/Windmill Market
- Location:** Headquartered in San Juan Batista, CA
- Participating Stores:** 3
- Project timeline:** 2007-2008

ENERGY SAVING MEASURES AND ANNUAL SAVINGS TO-DATE

- ECM fan motors:** 103,552 kWh, \$12,323
- Strip curtains:** 96,605 kWh, \$11,496
- Display cases:** 77,562 kWh, \$9,230
- Door gaskets:** 73,010 kWh, \$8,688
- Efficient air-cooled condenser:** 49,408 kWh, \$5,880
- Refrigeration controls:** 38,489 kWh, \$4,580
- Case lighting:** 32,416 kWh, \$3,858
- Night covers:** 4,393 kWh, \$523

- TOTAL KWH SAVINGS:** 475,435
- TOTAL ENERGY COST SAVINGS:** \$56,577

PROGRAM BENEFITS

- Reduced overall energy costs due to refrigeration systems running more efficiently
- Cash incentives to offset the upfront cost of energy efficiency projects
- Free energy audits and on-site consultation with technical experts funded through the Public Purpose Fund
- Competitive advantage in the marketplace

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