

# ENERGYSMART GROCER CASE STUDY

## Add Doors for Refrigerated Cases

### Area Businesses Shut the Door on Wasted Energy

EnergySmart Grocer specializes in helping grocery stores and markets pinpoint opportunities to lower operating costs. One prime opportunity involves existing open refrigeration cases. It's not hard to imagine how much energy these cases must use to maintain the proper temperature. Thankfully there's an easy solution: Add Doors. **EnergySmart Grocer offers assistance to make this upgrade easy and affordable. Plus, between May 1 and December 4, 2018, we are doubling incentives so you can get \$100 per linear foot of casing.**

#### Benefits of the Add Doors Measure

In a typical store, roughly 50 percent of medium-temperature display cases are open. That's a lot of cold air spilling out into the aisles, which requires both the case and the store's HVAC system to expend extra energy. Adding doors to these cases greatly reduces cold air loss and brings a host of benefits:

- 50 to 80 percent load reduction
- Increased shopper comfort
- Increased product life
- Reduced product losses

#### Success Stories

**Murphy's Markets** – This five-store chain based in Humboldt County has been in business for 46 years—so Murphy's is definitely doing something right. It recently worked with EnergySmart Grocer on an energy upgrade that included new add-on doors for each of its store locations.

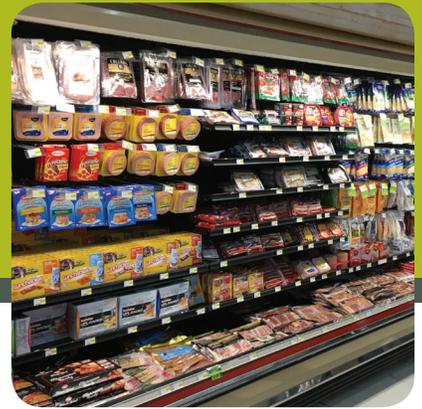
"We were concerned about high utility bills and wanted some assistance on ways to reduce our energy consumption," said Richard Murphy, co-owner of Murphy's Markets. "Cold open-faced coolers worked against efforts to heat our stores, and lighting was outdated and expensive to maintain."

The results of the upgrade are impressive, with annual energy savings for the five Murphy's locations expected to reach a combined \$21,000 based on the Add Doors installation alone.

In addition to the cost savings, Mr. Murphy noted that the doors have also improved the customer experience. "Our goal is to provide a pleasant shopping experience for our customers. The upgrade has had a substantial impact on aesthetics and comfort for our customers."

"The immediate and long-term energy savings potential made this project very appealing."

*Richard Murphy, co-owner, Murphy's Markets*

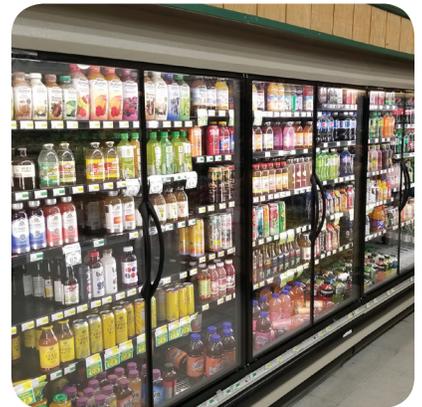


#### Quick Facts

**Grocer:** Murphy's Markets

**Participating Stores:**  
Five stores in Humboldt County

**Annual Savings from  
Add Doors Measure:**  
162,000 kWh; \$21,000





“EnergySmart Grocer helped a lot with filing and obtaining the rebate. They also put us in contact with a quality installer, making it a smooth implementation.”

*Eddie Chavez, project manager, Chavez Supermarkets*

### Quick Facts

**Grocer:** Chavez Supermarkets

**Participating Stores:**  
11 Chavez stores across the Bay Area

**Annual Savings from Add Doors Measure:**  
100,000 kWh; \$13,000

**Chavez Supermarkets** – This Bay Area chain specializes in hard-to-find Mexican grocery items and has become an important and recognizable part of the community. For a family-run business like this one, any opportunity to save energy and money can make an immediate and welcome impact. EnergySmart Grocer was happy to assist Chavez with the Add Doors process from start to finish.

“EnergySmart Grocer helped a lot with filing and obtaining the rebate. They also put us in contact with a quality installer, making it a smooth implementation,” said Eddie Chavez, project manager for Chavez Supermarkets.

Just like Murphy’s Markets, Chavez Supermarkets saw benefits both in energy cost savings and in the comfort, look and feel of its stores.

“Adding doors helped with reducing our refrigeration needs,” said Chavez. “Our heating costs also went down, and the install brought a fresh look to each department.”



For more information, please visit [www.energysmartgrocer.org](http://www.energysmartgrocer.org).

### About EnergySmart Grocer

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The EnergySmart Grocer Program provides no-cost energy assessments, technical assistance and financial incentives to grocers seeking to lower their operating costs through high-efficiency retrofits. Saving energy is smart business, and with the help of EnergySmart Grocer, participating stores can significantly reduce their energy use in the areas of refrigeration, lighting, HVAC and food service equipment. EnergySmart Grocer operates in the electric utility territory of Pacific Gas & Electric Company (PG&E) and has been active since 2002.