

# ENERGYSMART GROCER CASE STUDY

**Draeger's Markets**  
**San Francisco Bay Area, California**



## EnergySmart Grocer Produces Big Energy Savings for Draeger's Markets

Draeger's is a gourmet grocery market with four locations in the San Francisco Bay Area. Renowned for its wide selection of fresh produce, international foods, fine wines and local artisan products, Draeger's is consistently recognized as one of the premier markets in the region.

Besides high-quality products, another top priority for Draeger's is energy efficiency. After exploring available technologies, Draeger's was pleased to discover the tremendous benefits of making high-efficiency refrigeration and lighting retrofits through EnergySmart Grocer. Funded by Pacific Gas & Electric (PG&E), the EnergySmart Grocer Program delivers cost-effective solutions for grocery stores, supermarkets and other businesses to reduce energy use and improve profit margins.

The first step of any EnergySmart Grocer project is a no-cost, comprehensive energy audit performed by a skilled Field Energy Analyst. In this particular case, each of Draeger's four store locations and their deli kitchen warehouse received an energy audit revealing opportunities for substantial energy savings with a short payback period. The return on investment was made even quicker thanks to EnergySmart Grocer rebates on suggested high-efficiency improvements. These rebates offset the upfront investment costs so grocers like Draeger's can adopt new, energy-efficient technology at an affordable price.

Richard Draeger, owner of Draeger's Markets, summed up the EnergySmart Grocer experience: "Working with EnergySmart Grocer simplifies what would be a very arduous process. EnergySmart Grocer does all the work for you. Our project exceeded our payback analysis. Of all the things you could invest in these days (as grocers), energy efficiency by far can give you the best payback."

Another major factor in the success of this project was the personalized support provided by the Field Energy Analyst. Said Draeger, "(The Field Energy Analyst) was very good at following through and communicating. He did an excellent job in providing good payback analysis, kept me in the loop and did not take up a lot of my time. It was a very easy process."

### QUICK FACTS

**GROCER:** Draeger's Markets

**LOCATION:** San Francisco Bay Area

**PARTICIPATING STORES:**

Four Store Locations and Deli Kitchen Warehouse

**SCOPE OF PROJECT:**

Efficiency improvements to existing building systems including:

- mechanical controls and HVAC systems
- refrigeration cases
- lighting

**PROJECT REBATE AMOUNT:**

\$71,392.50

**PROJECTED ANNUAL SAVINGS:**

\$126,720; 974,763 kWh; 12.25 percent reduction in average daily kWh

### PROGRAM BENEFITS

- Comprehensive no-cost energy audits for multiple store locations
- Rebates to offset costs of suggested upgrades
- Short paybacks and project timelines
- Lowered operating costs





EnergySmart Grocer's personal approach also enabled Draeger's to take advantage of proven energy-saving solutions that they hadn't considered before. For instance, while the grocer had been approached about high-efficiency lighting upgrades in the past, this was the first time Draeger's was presented with a comprehensive plan to cut costs through refrigeration equipment upgrades.

Draeger's completed its high-efficiency retrofits over an 8-month time span. EnergySmart Grocer facilitated the swift completion of these projects by working closely with a program-certified contractor to review bid proposals and manage project deadlines.

**The retrofit project included the following measures:**

- Anti-sweat heat controls
- ECM motors in refrigerated cases and walk-ins
- Floating head and floating suction pressure controls
- Lighting retrofits
- Occupancy sensors

These upgrades resulted in significant energy savings that surpassed even Draeger's expectations. Using electric interval meter data, EnergySmart completed a post-project energy analysis at the Menlo Park location, which showed a 12.25 percent reduction in average daily kWh. Based on these calculations, the total estimated savings across all stores is approximately 975,000 kWh per year or \$126,720 savings per year.

Encouraged by the initial results, Draeger's has already made plans to implement further energy-saving upgrades including LED lighting in refrigerated cases and new refrigeration controls. "I am much more motivated to take on additional projects given the amount of service provided by EnergySmart Grocer."

On the environmental impact of these efforts, Draeger added, "Customers appreciate anything we do to be more environmentally sensitive. In terms of reducing our carbon footprint, working with EnergySmart Grocer is by far the most significant thing we've done."

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**Richard Draeger, owner of Draeger's Markets**

For more information, please call **1.866.961.6153** or visit us online at **[www.energysmartgrocer.org](http://www.energysmartgrocer.org)**.

**About EnergySmart Grocer**

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 is funded by rate payers through the Public Goods Charge. The program has been active since 2002.