

Upgrades Give Local Family Grocery Market a Modern Touch and Significant Savings



“When I save money on energy, I can take that extra money and buy more equipment, which increases my selling power.”

NEAL HAYS
Owner, Hays Market

Situation: Family-owned grocery store looks to its next generation

Family-owned and operated for four generations, Hays Market offers a convenient, one-stop shop for everything customers need, from everyday essentials to specialty items from around the world. Hays Market opened its first store at its Johnstown location in 1929 and expanded to its second location, in Berthoud, in 2001.

The Hays business is a recognized community fixture focused on delivering quality groceries at a reasonable price and offering local, economic value. With customer service at the heart of its business model, the family operators are focused on growing their business, while keeping overhead costs at bay.

The issue: Keep costs down and customers happy

Supermarkets and grocery stores are some of the highest energy-consuming businesses in the commercial sector, with energy costs reaching over \$6 billion annually in the U.S. and Canada alone. Refrigeration, can account for well over half of that energy consumption.

Always looking to improve operational efficiency, owner Neal Hays realized that his expanding business would also mean rising energy costs. He contacted the Xcel Energy Commercial Refrigeration program to discover ways he could reduce energy costs and also boost the customer shopping experience.

From displaying the product to overall functionality and aesthetics, up-to-date quality equipment is equally critical in this increasingly competitive market. Efficiency programs, like Xcel Energy's, provide rebates that can help offset the overall costs of upgrades and speed up the return on investment from energy savings.



RESULTS SNAPSHOT

Project details	Replaced existing open cases with enclosed cases; selected high-efficiency LED lighting, motors and no-heat doors as options when ordering new equipment
Xcel Energy rebate	\$4,210
kWh saved	44,877 kWh per year
Annual savings	\$2,890

Solution: Increase the customer experience and reduce costs

Hays immediately realized the potential value of the program's rebates and energy savings, on top of enhancing the customer shopping experience. After getting in contact with Xcel Energy, a program energy advisor completed Hays Market's complimentary energy assessment of the facility and compiled a comprehensive energy report.

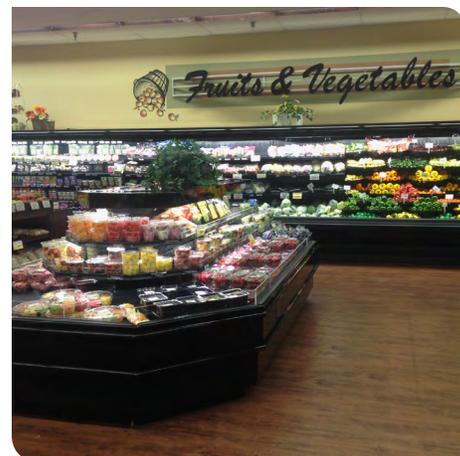
The report revealed the projected savings and rebates on upgraded equipment. From there, the program team worked with the customer's contractor and coordinated the rebates, based on Hays' selected upgrades. Hays states, "My experience from working with the program was top notch. It's turnkey; it's just so simple. They collected my bills and invoices and secured my rebates without me having to lift a finger. The response time is the best I have had with any company."

First, Hays Market had high-efficiency doors with LED lighting installed to enclose previously open cases that housed lunch meat, dairy and frozen products. The upgrade totaled over 88 linear feet of equipment. In addition, new EC motors (Electronically Commutated motors) were installed in their produce multideck cases. These new motors use less energy and produce less heat within the refrigerated space.

By receiving the Xcel Energy Commercial Refrigeration rebates, Hays was able to eliminate the cost difference between non-efficient and highly-efficient models. From those two updates, Hays Market saved thousands in energy costs just in its first year.

The LED lighted cases and EC motors have done more than just reduce the stores' energy usage. They also increase the customer shopping experience. "It is an incredible way to update my store and give a perception of newness and keeping up with the times," states Hays. "By doing these projects, we are actually increasing our selling power and we are going above and beyond the standards in the industry." With less cold air spilling into the aisles, the temperature is raised, which increases customer comfort. With the high-efficiency motors being much quieter than standard motors, coupled with the fact that they are now behind doors, the background noise level in-store is substantially reduced, allowing for longer browsing times.

With the Johnstown location upgrades now complete, Hays is looking to take the rebates he received and apply them to additional upgrades at his Berthoud location. He plans to replace 44 doors and add 14 doors to open cases for the first phase. "Prompt rebates allow us to complete additional projects more quickly," explains Hays, "With the quick rebates, we can afford to do more projects and continue our savings."



Sign up for savings

To schedule a free assessment or to receive a full list of equipment that qualifies for a Commercial Refrigeration Efficiency, contact Xcel Energy's refrigeration program administrator, Franklin Energy, at **1-855-671-5997** or XcelRefrigeration@franklinenergy.com.

Or, go to refrigeration.xcelenergy.com/GroceryAssessment to request your assessment online. Learn more about the available rebates at xcelenergy.com/CommFridge.