

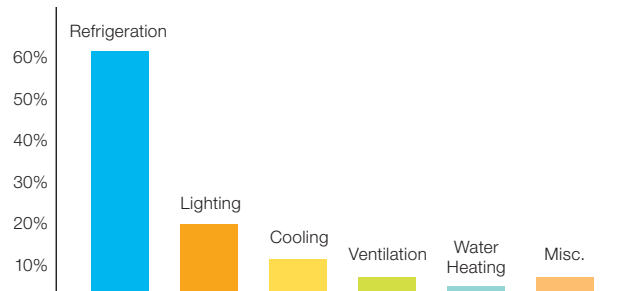


## Powerful Solutions That Put You in Control

Ready to make your grocery and/or convenience store more energy and cost efficient? It's easier than you think. Start with simple, no-cost actions that instantly conserve energy, and then consider highly efficient refrigeration and lighting upgrades that will permanently reduce energy consumption. We invite you to take advantage of tools, tips, and financial incentives — all customized for businesses like yours, to help you save energy and enhance your customer's experience and comfort. Consider us your source for energy management solutions, with the resources you need to get started.

### Where your energy dollars are used.

Refrigeration .....	60%
Lighting .....	18%
Cooling .....	11%
Ventilation .....	4% <sup>1</sup>
Water Heating .....	2% <sup>1</sup>
Miscellaneous .....	5%



<sup>1</sup> Source: National Renewable Energy Laboratory 2008 (average industry numbers)



## Make a Savings Plan

Grocery and convenience stores have unique needs and narrow margins, so energy savings can make a big difference. Knowing where you use energy can help you identify ways to reduce your use and control your overhead. We can help. Simple modifications to your operations and keeping up with equipment maintenance can have a significant effect on your energy use and costs. Visit us at [sce.com/business\\_advisor](http://sce.com/business_advisor) and learn more about simple steps that can help improve your bottom line.

## Eliminate Energy Guzzlers

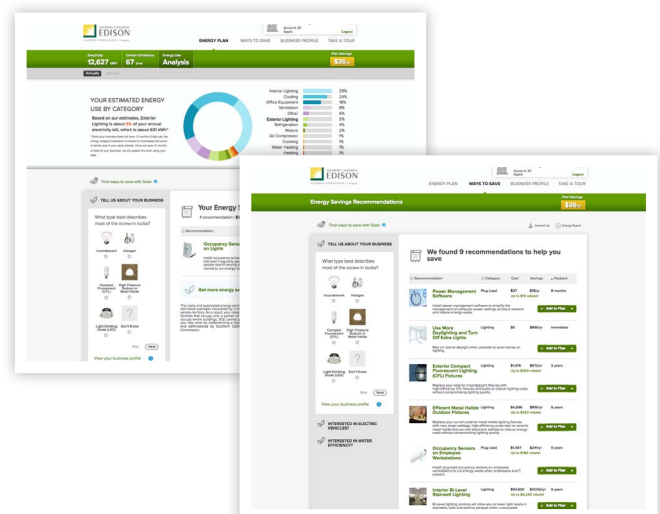
Consider participating in our **Express Solutions** or **Customized Solutions** programs, developed with your industry in mind. Investments in new, energy-efficient refrigeration and lighting, infrastructure improvements, and facility upgrades pay off in the long term — and many qualify for incentives right now.

## Demand Response

**Demand Response** rewards you for reducing energy usage when demand for electricity is highest — typically the summer months — and when rates are highest, too. If your business has the flexibility to shift energy usage, you could plug into serious savings.

We offer several Demand Response programs so that you can choose the best options based on your business needs.

Sign up for **Critical Peak Pricing** and get rewarded for voluntarily reducing electricity consumption during CPP “event” hours, when energy conservation during peak hours is most needed. Or, save with our **Commercial Summer Discount Plan** which automatically cycles your air conditioner units on and off during periods of peak demand, and allows you to only cycle a few units. With **Automated Demand Response**, you can reduce energy use with a click, so it’s even easier for you to save both time and money.



## Small Steps to Control Your Energy Expenses

A few targeted changes in your operations and equipment maintenance procedures can really add up. Many ways to save require little or no financial investment by your company.

### Keep Your Cool

Refrigeration is one of the biggest energy guzzlers in grocery and convenience stores. Simple upgrades to your refrigeration systems can reduce energy use by 24% relative to standard practice<sup>2</sup> and can make a big impact on your bottom line.

- Install **refrigeration curtains** and **auto door closers** on refrigeration units
- Add **temperature controllers**
- Insulate bare suction lines
- Add **display shields**
- Replace existing shaded pole on evaporator fans with electrically commutated **motors**

### Flip the Switch

Brighten your business forecast by dimming the lights...or at least swapping your incandescent bulbs for energy-efficient **LEDs**. You'll be surprised how much lighter your energy load will be.

- For stores that remain open 24 hours a day, install **occupancy sensors** in general usage areas so lights turn on only when area is occupied and automatically turn off when it isn't
- Install **dimnable ballasts** to control the current passing through fluorescent lamps. Lower light levels use less energy, and dimming enhances employee comfort
- Changing refrigerated display case lighting to **LEDs** can save energy and has been shown to appeal to customers significantly more than linear fluorescent lamps

<sup>2</sup> Esource; data from the U.S. Energy Information Administration (2003)



## Power Tools for Long-Term Savings



### One-Stop Shop

**My Account** is your business's energy-use command center, where at a glance you can view usage history charts, track your current use and your projected bill, and access your daily demand report. Having all the information about your energy use — past and present — is a powerful tool to help plan your budgets and find ways to conserve and save in the future.

### Take the Guesswork Out of Your Monthly Bill

To help you stay in control of your costs, My Account also includes **Budget Assistant**, a free and easy-to-use tool to help you plan and manage your bill, and keep you within budget. You can set monthly spending goals online, and set alerts to keep you on track. Budget Assistant monitors your usage for you, and gets in touch — by your choice of phone, email, or text — with automated updates for a whole new level of convenience and control.

### Green, Clean Solutions

Embracing innovative energy sources, like solar and self-generation, can reduce your carbon footprint — and your energy bill.

“ My business is typical of the small groceries and liquor stores — family-owned and operated in a forty-year-old building with much of its original equipment for lighting and refrigeration. My power bill ran as much as \$1,800 during the summer months. SCE alerted me to how the Express Solutions Program offers upgrades that could cut my bill. And soon I was saving hundreds of dollars on my SCE bill — what a difference small measures can make for us. ”

— James Kim, President, Owner  
Valencia Liquor

### MORE INFORMATION

To learn more about Energy Management Solutions and apply for incentives, visit [sce.com/grocery](https://www.sce.com/grocery) or call your **SCE Account Manager**.

Programs are funded by California utility ratepayers and administered by SCE under the auspices of the California Public Utilities Commission. Incentives and savings will vary by customer, and SCE does not make any representation herein concerning actual or potential savings amounts. Funds are limited and are available on a first-come, first-served basis until program(s) are discontinued, or until funds are depleted. Terms and conditions may apply.