

Ameren Missouri BizSavers® Program Energy Savings Case Study

Bratcher's Market

Bratcher's Market is a small Mid-Missouri grocery store chain with three locations and has been in business for over 30 years. Since profit margins can be so thin for grocery stores, energy efficiency is extremely important. The U.S. Environmental Protection Agency estimates that every \$1 in energy savings is the equivalent of increasing sales by \$59. Representing a combined 80% of a typical supermarket's energy use, refrigeration and lighting are at the top of the list when it comes to reducing energy use. Taking their first steps towards energy efficiency, Bratcher's Market added high-efficiency refrigeration controls. After the completion of two major LED lighting projects, they have earned **more than \$48,000** in BizSavers incentives and reduced their annual energy costs by **nearly \$57,000!**

Project Summary

Since 2015, the company has updated hundreds of fluorescent lights to LEDs and added Electronically Commutated Motors (ECM) to more efficiently control refrigeration equipment. These upgrades have reduced Bratcher's energy use by **more than 765,000 kWh** every year.

Incentive

Bratcher's Market has earned **over \$48,000** in incentives for their energy-saving upgrades from the BizSavers Program. Because of the generous incentives and annual energy cost savings, the upgrades to the Moberly and Montgomery City locations will pay for themselves in just 3 years!

Technology

Known for their low energy consumption and long life, LED lamps can **save up to 50% in energy costs**

as compared to fluorescent lamps and provide employees and customers with a better and brighter working and shopping environment. They also generate less heat, reducing the impact on the HVAC load, helping keep coolers cooler. Lighting is the easiest and quickest way to see an ROI as well as reduce energy usage.

Another great area for grocery stores to save energy and money is to upgrade to ENERGY STAR® refrigerators and freezers, which are on average **20% more energy-efficient** than other standard models and can greatly reduce a facility's energy consumption and utility costs. For existing equipment, upgrading to ECM and optimizing controls and can enhance efficiency significantly and prolong useful life. Upgrading to more energy-efficient technologies will lower operating costs, improving your grocery store's bottom line.

Facility Information

Facility type:
Supermarkets

Measures:
Lighting

Annual energy cost savings:
\$56,904

Annual kWh savings:
765,329

Total project costs:
\$210,903

Total incentives:
\$48,491

Payback:
2.9 years

Get Started Saving!

Find out how you can save at AmerenMissouri.com/BizSavers or by contacting a Business Development Representative at BizSavers@Ameren.com or **1.866.941.7299**. Ready to start saving now? Find an approved contractor at TradeAlllyNetwork.com.