

BIG BUNNY MARKET



LIGHTING

National Grid's proactive partnership helps independent grocer thrive.

Operating in a climate of large grocery store chains, Big Bunny Market is an independent, family-owned and -operated supermarket located in Southbridge, Mass., with a second location in Sturbridge, Mass.

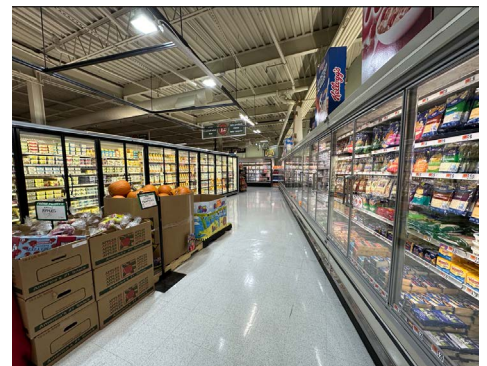
With a focus on fresh perishables and a reputation for great prices and high-quality customer service, they have served the community for more than 60 years and are currently managed by second- and third-generation family members.

"As a business owner, my job is really all-consuming," said Jonathan Cournoyer, treasurer of Big Bunny Market. "You think about it all day long. It is what keeps you up at night. I'm responsible not only to my customers, but also to my employees—many of whom have worked for us for more than 50 years. It is important that we provide a place that can provide a competitive living wage while also keeping prices low for our customers."

Partnership with National Grid plays an important role in maintaining that competitive edge against those big chain stores. For over 20 years, National Grid has proactively worked with the independent grocer to help them reduce their energy usage.

"In 2003 or so, we were probably using about 100,000 kWh every month or approximately 1.2 million kWh annually," Cournoyer said. "We've cut that usage by about 30,000 kWh per month and have reduced our bill by 30% just by doing energy projects incentivized and supported by National Grid. Because we work in an industry where margins are razor thin, the savings we realize from an energy-efficiency project can offset the cost pressures we continually face."

That partnership continues to deliver results for Big Bunny Market. Recent projects focused on refrigeration and exterior lighting are expected to deliver ongoing energy savings.



A hydroclear foil was installed on the backside of 48 freezer case doors to eliminate the need to run anti-sweat heaters, which are used to avoid condensation that can appear on the doors when opened.



Glass doors were added to open medium-temperature display cases, delivering not only a nice cosmetic facelift, but reducing the amount of power needed to operate the cases.

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The Challenge of Refrigeration at Supermarkets

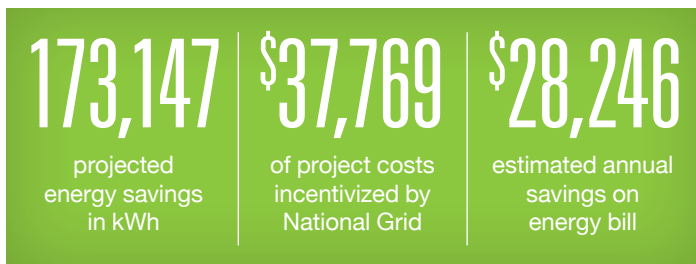
Refrigeration is a particular challenge for grocers because it runs 24 hours a day, seven days a week.

That's why Big Bunny Market decided to install Q-Sync® motors in all of its refrigerator cases. The new motors use significantly less electricity than the old motors and come with a five-year warranty, which provides additional savings with reduced maintenance costs.

Glass doors were added to open medium-temperature display cases, delivering not only a nice cosmetic facelift, but reducing the amount of power needed to operate the cases. Doing so also reduces the amount of cool air that escapes into the store, thus lowering the overall heating bill.

A hydroclear foil was also installed on the backside of 48 freezer case doors to eliminate the need to run anti-sweat heaters, which are used to avoid condensation that can appear on the doors when opened.

These energy-efficiency upgrades for refrigeration in the store are expected to save Big Bunny Market approximately 144,000 kWh and \$23,000 annually. The total project cost was \$64,533, but after National Grid incentives of \$32,523, Big Bunny Market only paid \$32,010.



Exterior Lighting Delivers Aesthetic Look and Safety

Another energy-efficiency project Big Bunny Market implemented was the installation of 53 LED exterior lighting fixtures, which not only reduced energy usage, but delivered the aesthetic feel that matched the storefront's architecture and provided additional safety for customers.

"We worked with the vendor to find a fixture that we liked and worked with our aesthetic, but also would save us money by consuming less energy," Cournoyer said. "It provided a nice facelift to the front of the store, but not only that, the lights are much brighter and provide plenty of light in the parking lot. It certainly helps our customers feel safer at night."

The exterior lighting project cost \$27,770. Big Bunny Market's out-of-pocket cost ended up at \$22,524 after



Exterior lighting fixtures not only reduced energy usage, but delivered the aesthetic feel that matched the storefront's architecture.

National Grid incentives worth \$5,246 were provided. Big Bunny Market expects the project to save them 29,147 kWh and \$5,246 annually.

Seamless Financing

Big Bunny Market has a goal that every energy-efficiency project they undertake should be able to pay for itself within one to three years.

"With all of the projects we have done with National Grid, they provided us with significant incentives to lower the cost of the project," Cournoyer said. "Not only that, they've also helped with financing the projects at very reasonable rates. National Grid is there with us every step of the way to make sure the projects are completed to our satisfaction. We're provided with a breakdown of how much energy savings we'll realize and how long it will take for these projects to pay for themselves. The whole process is very smooth."

Partnership is Key to Success

According to Cournoyer, partnership is the key to helping his small business thrive in a world of big chain grocery stores.

"As a small business owner, you don't always have the time or the energy or the resources to do the research that many of our competitors can do in-house," Cournoyer said. "National Grid is that partner who is doing that research for us. They're the ones who bring us projects and get us thinking about ways we can save money on our energy usage. National Grid's proactive collaboration has saved us significant money over the years and allowed us to stay competitive."

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