

HOW WILL THE ENERGY STAR® BENEFIT MY SUPERMARKET?



Did you know that the ENERGY STAR is not just for consumer products? More than 22,000 buildings, including over 2,300 supermarkets, have earned this distinction for superior energy performance from the U.S. Environmental Protection Agency (EPA).

On average, ENERGY STAR certified supermarkets consistently use 35 percent less energy than their peers. Given that profit margins of supermarkets are so thin, on the order of 1 percent, EPA estimates that one dollar in energy savings is equivalent to \$59 in increased sales—that's a real competitive advantage!

Beyond cost and energy savings, how can earning the ENERGY STAR benefit my supermarket, customers, and operations personnel?



Demonstrate Financial Responsibility: Show your value to senior management when they ask you to find low-cost ways to save money. Supermarkets that earn the ENERGY STAR meet energy performance standards set by EPA and are less expensive to operate and maintain. Earning the ENERGY STAR shows senior leadership, shareholders, employees, customers, and your surrounding community that your store is operating efficiently and minimizing resources consumed.

A Mark of Environmental Leadership: Energy efficiency is one of the top sustainability priorities for supermarkets, according to the Retail Industry Leaders Association 2013 Sustainability Report¹. Supermarkets that earn the ENERGY STAR emit 35 percent less greenhouse gases on average, as compared to their peers, and are recognized as national environmental leaders by the EPA.

Attract and Retain Customers: Recent years have seen the rise of “eco-consumers.” Today, 60 percent of global consumers want to buy from environmentally responsible companies². Attract and retain these informed customers by highlighting your commitment to protecting the environment with the ENERGY STAR. Energy efficiency is consistent with other sustainable practices across your operations, such as providing locally sourced products or

recycling. Engaging with ENERGY STAR will help attract new customers and create brand loyalty in existing customers.

Rise above the Greenwash: With increasing focus on “green” businesses, consumers are growing wary of unsubstantiated claims of eco-friendliness. ENERGY STAR is the only green building certification backed by the federal government. The ENERGY STAR logo is trusted by businesses and consumers alike, and recognized by 87 percent of U.S. households.

Customer and Employee Comfort: Energy efficiency improvements can contribute to your company's success and the quality of your customers' shopping experience. For example, too much cold air escaping from refrigerated displays not only wastes energy—it also decreases customer and employee comfort. ENERGY STAR certified buildings must meet indoor environmental quality standards. Display the ENERGY STAR to show your customers that you care!

Meet State and Local Government Mandates: An increasing number of local and state governments are requiring buildings of a certain size to benchmark their energy use in EPA's ENERGY STAR measurement and tracking tool, Portfolio Manager®. Meet those requirements or get ahead of the curve by earning the ENERGY STAR.³

¹ See the report at: <http://www.rila.org/sustainability/sustreport/sustainability-report-landing-page/Documents/RetailSustainabilityReport.pdf>

² Green Brands Survey, Global Insights, 2011. <http://www.cohnwolfe.com/en/ideas-insights/white-papers/green-brands-survey-2011>

³ Read about existing legislation: <https://www.energystar.gov/buildings/tools-and-resources/leverage-energy-star-legislation-and-campaigns>

Apply for the ENERGY STAR

Use EPA's free online ENERGY STAR measurement and tracking tool, Portfolio Manager, to benchmark energy performance in one store or across your entire portfolio. Once a store achieves a score of 75 or higher on the 1–100 energy performance scale, you can apply for the ENERGY STAR!



For more information, visit www.energystar.gov/BuildingCertification and click “[How to Apply for ENERGY STAR certification.](#)”

ENERGY STAR Resources

Guidelines for Energy Management: Based on the successful practices of ENERGY STAR partners, these guidelines can assist supermarkets in improving their energy and financial performance while distinguishing themselves as environmental leaders. www.energystar.gov/guidelines

Portfolio Manager — Measure and Track Energy Performance: By measuring, setting goals, and tracking energy use, supermarkets can gain control of energy expenses. Supermarkets can rate their energy performance on the 1–100 ENERGY STAR scale relative to similar buildings nationwide. www.energystar.gov/benchmark

ENERGY STAR Building Upgrade Manual, Chapter 11: Supermarkets and Grocery Stores: Plan systematic building upgrades using the five-stage approach in EPA's Building Upgrade Manual. This online handbook offers guidance for each stage—from commissioning to plant upgrades. www.energystar.gov/BldgManual

For more information on ENERGY STAR resources and recognition, visit www.energystar.gov/buildings

Supermarkets Making a Difference



Food Lion has received the ENERGY STAR Partner of the Year Sustained Excellence Award for 10 consecutive years. Since 2000, Food Lion has improved its energy efficiency by more than 30 percent and earned the ENERGY STAR for more than 1,000 stores or 85 percent of the entire Food Lion chain. This success has been achieved through equipment upgrades—such as the installation of glass door enclosures on dairy, lunch meat, and beer cases—as well as through education. Food Lion has informed its associates, customers, and other businesses about the importance of energy efficiency through 30-second, in-store announcements about energy conservation, and by dimming sales floor lighting for one hour at most stores to raise awareness during Earth Hour.

Learn more about Food Lion and other Award winners at www.energystar.com/awards