



United States
Environmental Protection Agency

The Financial Power of ENERGY STAR® for the Supermarket Industry

**“Saving \$1 in energy costs can improve profits
as much as increasing sales by \$80”**



Make energy performance your competitive advantage

With profit margins below 2% and energy costs as high as \$5 or more per square foot, supermarkets can make significant financial gains by focusing on energy performance. Investments in strategic energy management can be **more profitable** and provide **faster and more reliable returns** than investments in new stores. Even low cost operations and maintenance improvements can reduce your energy bills up to 10%.

Because every dollar you save in energy costs can have the same impact on your bottom line as increasing sales by \$80, improving the energy performance of your company gives you a powerful way to **impact shareholder value** by increasing profits and earnings per share. Let ENERGY STAR demonstrate the potential benefits of greater energy performance. In today's highly competitive market, you simply cannot afford to let this potential go to waste.

*For the average supermarket chain,
a 10% reduction in energy costs...*

- Boosts profit margins by 9%,
- Increases earnings per share by nearly 10%, and
- Is equivalent to a \$42 increase in sales per square foot.

Strategic Energy Investment

Annual Energy Costs	\$12,000,000
Energy Investment	\$5,500,000
Energy Savings	\$1,200,000
Net Present Value	\$1,600,000
Increase in EPS	6.7%
Sales equivalent of Energy Savings	\$102,000,000

* Based on a 12% discount rate and 10 year term.

Take the Energy Performance Challenge

Our **independent, national scoring tool** is designed to track energy usage, rate store energy performance, and compare it to similar stores across the country. This is designed to help you identify stores with the greatest opportunity for improvement and savings.



Additionally, stores that score in the top 25% are eligible to apply for the ENERGY STAR label, the mark of excellence in energy performance. The ENERGY STAR label **distinguishes your stores from the competition** and shows that your company is concerned with operating efficiently and cares about the environment - two qualities that appeal to both customers and shareholders alike.

Contact ENERGY STAR and discover how the financial power of ENERGY STAR can work in your company.

To learn more...

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“Managing our costs is key to Food Lion’s financial performance. By investing in energy management projects, we have significantly impacted our bottom line and improved profits.”

Susan Sollenberger, Director of Facilities, Food Lion