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## *Green Grocer News Release*

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### **Stinebrink's Piggly Wiggly Certified as a 'Green Grocer'**

#### **Grocery store first in state to be certified in Green Grocer program**

Delavan, WI – October 21, 2009 – Stinebrink's Piggly Wiggly in Delavan is the first grocery store in the state to achieve the 'Green Grocer' certification. The 'Green Grocer' program assists grocery stores in achieving sustainability and environmental standards.

"Stinebrink's Piggly Wiggly and the WGA's Green Grocer Program show that businesses can reduce their costs, emissions and improve service with energy efficiency," said Governor Jim Doyle. "This shows one concrete way for Wisconsin to be a leader in creating a green economy." The WGA Green Grocer Program recently won the Governor's Award for Excellence in Energy Efficiency.

Offered by the Wisconsin Grocers Association (WGA) to its members, the program is administered by Better Environmental Solutions, a Madison, Wisconsin-based environmental consulting firm. 'Green Grocers' also received energy efficiency and conservation programming support from Wisconsin Power and Light (WPL), an Alliant Energy company.

"We are excited to launch our Green Grocer certification program by working with the Piggly Wiggly store in Delavan and several other member grocery stores in Wisconsin," said Brandon Scholz, WGA President and CEO. "Stinebrink's Piggly Wiggly has been very aggressive in implementing energy-efficiency measures as a part of their store-rebuild to save energy, money, and receive deserved recognition for their efforts."

WGA launched the Green Grocer certification pilot program working with 10 grocery stores within WPL's utility service territory. WPL's award-winning Shared Savings business energy-efficiency improvement financing program and its network of strategic account managers helped the grocery stores achieve WGA's Green Grocer certification. By partnering with WPL's Shared Savings, businesses can receive two to three percent financing depending upon the technology with which to upgrade and to install energy efficient equipment. Customers save money and conserve energy with little to no upfront investment.

"Alliant Energy is delighted to work with the Stinebrink's Piggly Wiggly and nine other grocers in our service territory to help them become more energy-efficient," said Chris Schoenherr, Director – Sales and Strategic Accounts at WPL. "We applaud Stinebrink's and the Wisconsin Grocers Association's commitment to promoting energy conservation among its members and we are glad to support the new Green Grocer certification program."

(MORE)

## Stinebrink's Piggly Wiggly Achieves Green Grocer certification

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Stinebrink's chose from 70 measures that the grocery store can implement to reduce environmental impact, energy use, waste, water use and air pollution as well as promote local and organic food sales. The voluntary program is designed to reduce operating costs, conserve natural resources and recognize stores making a commitment to increased environmental performance. Stores must conserve energy and recycle plastic bags.

"We are pleased to be the first grocery store in the Wisconsin to be Green Grocer certified," said Mark Stinebrink, co-owner of Stinebrink's Piggly Wiggly. "We took many steps like more efficient refrigerators, lights, and motors to save energy and reduce our carbon emissions. We save money that we can pass onto our customers and pass a better community to our children."

Stinebrink's achieved Green Grocer certification by going through a rigorous analysis process which generated a list of possible environmental and energy-efficiency improvements for the grocery store. As part of their renovation, they included more than 50 environmental features.

"Many of the energy improvements were cost-effective like the 147 new LED spot lights," said WPL's Account Manager Tom Niquette. "WPL helped implement energy efficient improvements with low-cost financing available through its Shared Savings program. This program can help other commercial and industrial customers also improve their energy efficiency."

Stinebrink's also applied for a Focus on Energy grant for a heat reclamation system that takes waste heat from refrigerators to heat hot water. "Focus on Energy is happy to work with the Wisconsin Grocers Association and WPL to promote energy savings in grocery stores," said Warren Graham, Focus on Energy Grocer Team Leader. "Investing energy efficiency money in groceries is one of the most cost effective ways to reduce our energy dependence and costs."

According to the Environmental Protection Agency, grocery stores are the most intensive major energy consumer in the commercial sector and in most communities and therefore provide an excellent opportunity for energy-efficiency efforts.

"Stinebrink's efforts to achieve Green Grocer certification shows that businesses can save money, reduce energy use, and take real steps to reduce greenhouse air pollution," said Brett Hulsey, President of Better Environmental Solutions. "The Green Grocer Program shows that going green is the right things to do for our environment and companies' bottom line, which makes great business sense for grocers and consumers in these tough economic times."

An average 45,000-square-foot supermarket spends roughly \$18,000 a month on energy or about one-sixth of its overall budget. Every dollar a grocery store saves on energy is equivalent to \$59 in added grocery sales.

For more information on the Green Grocer certification program, you can visit [www.WIGreenGrocer.com](http://www.WIGreenGrocer.com) or call 608-238-6070.

***The Wisconsin Grocers Association**, founded in 1900, represents the state's grocery industry and provides a powerful voice for Wisconsin grocers, wholesalers, brokers, convenience stores, suppliers and manufacturers. It is committed to representing its membership in legislative and regulatory efforts and to providing added-value services for Wisconsin's grocery industry. For more information, visit the association's web site at [www.wisconsinagrocers.com](http://www.wisconsinagrocers.com).*

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***Better Environmental Solutions** is an award-winning energy and environmental consulting firm with over 30 years experience working to implement practical, cost-effective solutions like the Green Grocer Program that save lives, jobs and money. For more information, go to [www.BetterEnviro.Com](http://www.BetterEnviro.Com).*

