

# Demand Response earns retailer \$290,000 annual incentive



## Result

The strategies developed enabled the customer to secure an ongoing payment of \$294,800 from their utility exchange for shedding 6.7 MW of demand up to six times per year.

## Customer

Stater Bros., a supermarket chain with 167 stores in southern California.

## Challenge

The customer wanted to participate in demand response programs without installing additional equipment to execute and record load-sheds.

## Summary of results

### ENERGY SAVINGS



**6.7 MW**

Annual reduced  
consumption

### COST SAVINGS



**\$294,800**

Annual  
reimbursement

## STRATEGIES



Dimming rows of  
overhead lights



Rotating  
ventilation fans



Raising store  
temperatures 3-5°



Raising suction  
pressure for 1 hour



## Solution

Demand Response programs are offered by utility companies as a means of lowering energy consumption during periods of peak electricity demand. In exchange for the right to request energy sheds four to six times per year, utility companies pay participating businesses an annual fee based on the total amount of demand that the company can remove from the grid.

Emerson worked with Stater Bros. to identify their energy shed potential, develop load shed strategies, and create load shed schedules that the latter could execute through their E2 energy management systems. Emerson was able to identify viable demand reduction strategies such as dimming rows of overhead lights, rotating ventilation fans, raising store temperatures by 3-5 degrees, and raising suction pressure for 1 hour.

Utilizing their existing E2 controllers to execute and record shed events allowed Stater Bros. to avoid spending \$4,500 per store for the control box that curtailment service providers require. In addition, E2 controllers send data directly to the Demand Response web portal. Stater Bros. can access the portal via a virtual private network and initiate load-sheds from anywhere in the world. Emerson's Demand Response then executes the shed through Stater Bros.'

installed E2 network and displays a real-time dial that documents the successful curtailment.

These strategies enabled Stater Bros. to secure an ongoing payment of \$294,800 from their utility in exchange for shedding 6.7 MW of demand up to six times per year.

Contact Emerson Retail Solutions or your local utility company to find demand response programs in your region.



### How Emerson improved demand response for the client

