

## Case Study: Refrigeration, LED Lighting

Customer  
**Foodtown**

Contractors  
**Orange Energizing Solutions & Sight Energy Corp.**

Location  
**Brooklyn, NY**

### Overview

Third-generation Brooklyn grocer Shady Widdi has found that his customers are as impressed with his commitment to energy efficiency as they are with the quality of his produce and the cleanliness of his 10,000 sq. ft. Prospect Heights Foodtown store.

He did his first energy efficiency upgrade covered by incentives from Con Edison back in 2016 and has since returned to the program four more times.

Most grocery stores will do one big renovation and stop, Widdi said. But customers take note of Foodtown's continuous upgrades. "They're impressed. There's always a 'wow' factor. They tell me, 'you guys never finish. You're always doing more and more.'"

Projects so far include an LED lighting upgrade, improved motors for his freezer and refrigerator cases, evaporator fan controls, anti-condensation heaters, and more.

Refrigerated case night covers pull down over open shelves to seal in cold air while the store is closed. Behind the scenes in storage areas, strip curtains hold cold air in the walk-in coolers where workers continuously move in and out. Electronically commutated motors (ECMs) in the basement run the store's systems more efficiently.

Widdi was so satisfied with the results at his Vanderbilt Avenue location, he made the same upgrades at his other two grocery stores and looks forward to making more improvements in the future. A fourth store is currently under construction, built to include the same efficient equipment as the other three.

"Using less energy is always better for the environment," Widdi said. Even better if it makes your customers happy, too.

### Highlights\*

Total Project Cost: <b>\$139,610</b>	Con Edison Incentive: <b>\$97,560</b>	Customer Copay: <b>\$42,050</b>
Est. Annual Energy Savings (kWh)*: <b>346,785</b>	Est. Annual Electric Bill Savings**: <b>\$69,357</b>	Customer Payback Period: <b>7 months</b>

\*Combined annual savings from projects installed between 2016-2022

\*\*Cost savings are based on a \$0.20 per kWh rate. Your rate could be higher or lower

### Testimonials

**"Aesthetically, it looks better. The lighting gave my produce such a big pop. It looks fresher and more appealing. It made a big difference. Sometimes all it takes is the light."**

— Shady Widdi, Owner

### Get Started

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## Join the Tens of Thousands of Local Business Owners Saving Energy & Money

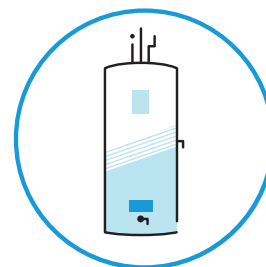
We provide incentives for the following upgrades:



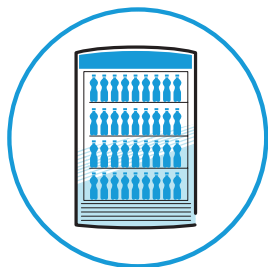
**Lighting & Controls**



**Heating, Cooling,  
Ventilation (HVAC)**



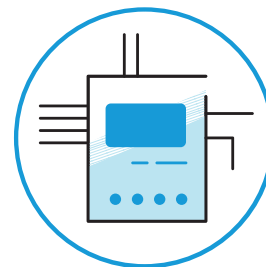
**Hot Water System**



**Refrigeration**



**Building Envelope**



**Energy Management  
Systems**

**Get Started**