



Receive a 30% bonus incentive from Focus on Energy

Grocery stores offer many opportunities to control energy costs and save money. And now, Focus on Energy is offering a 30% Green Grocer bonus incentive up to \$5,000 when you implement two or more separate qualifying energy efficiency technologies in your grocery store as part of one project.

Hurry, this is a limited-time offer! The Green Grocer bonus is only available for projects completed between August 15, 2009 and December 1, 2010. All application materials must be received by December 1, 2010.

To determine if your energy efficiency projects qualify for the Green Grocer bonus, see the terms and conditions on the reverse side of this coupon or contact your energy advisor. To receive the bonus, complete and submit this coupon along with the necessary standard incentive applications and supporting documentation.

For more information about the Green Grocer bonus, contact Focus on Energy at **800.762.7077** or **focusonenergy.com**.



Green Grocer bonus coupon

After completing your projects and the incentive applications, please complete and attach this Green Grocer coupon. Submit the coupon, application and all related materials to Focus on Energy by December 1, 2010 to receive your bonus incentive.

Name (same as application)	
Total standard incentive amount from qualifying multiple measures =	(A) \$
\$ amount in box (A) X 30% =	(B) \$
Maximum bonus amount =	(C) \$5000
Total Bonus Amount Smaller of (B) or (C) above =	(D) \$

Green Grocer bonus terms and conditions

- The Green Grocer bonus is for a 30% increase of the standard incentive for the multiple measure project, up to \$5,000 per grocery store. Total incentive (base incentives plus bonus) will not exceed project cost. Multiple measures must be implemented during the same time period to be considered one project.
- This coupon is only available to grocery stores where the primary function of the facility is customer sales of non-taxable consumable food items. Convenience stores selling petroleum are not eligible.
- The bonus is only available for multiple measure projects (two or more separate technologies implemented as part of a single project) within an individual facility. One technology implemented at store A and a separate technology implemented at store B, even though the two facility locations may be owned by the same company, do not qualify as multiple measures. Multiple stores owned by the same company may each take advantage of the offer, but must implement multiple measures at each store location.
- This bonus is a one time only offer per participating facility.
- The bonus is not valid with any other bonus offers, including the foodservice multi-measure bonus. Customer must choose one or the other.
- Equipment tune-up measures may not be used as one or more of the multiple measures.
- Customers are not required to be enrolled in the Wisconsin Grocer Association's Green Grocer Pilot Program to receive the bonus incentive.
- Projects must be completed between August 15, 2009 and December 1, 2010. All applications must be received by December 1, 2010.
- The Green Grocer bonus coupon must be attached to the standard incentive applications for the implemented technology and be submitted to Focus on Energy. For custom projects, customers must work with a program Energy Advisor, who will calculate the bonus amount. Coupon must be filled out and submitted in either case.
- All standard terms and conditions apply.