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Ocean Spray Cranberries, Inc. Wins Focus on Energy Award for Excellence in Energy Efficiency

– *Focus on Energy recognizes Ocean Spray Cranberries, Inc. for energy efficiency improvements* –

**KENOSHA, Wis. (January 30, 2007)** – Ocean Spray Cranberries, Incorporated’s Kenosha facility has received the Award for Excellence in Energy Efficiency given by Focus on Energy for the implementation of innovative energy efficiency projects within their business. With the help of Focus on Energy’s Industrial Sector, part of Wisconsin’s energy efficiency and renewable energy initiative, Ocean Spray Cranberries, Inc. made a number of energy efficiency improvements including boiler oxygen control savings in excess of \$100,000 per year. Ocean Spray Cranberries, Inc. was also eligible for financial incentives from Focus on Energy for installing additional qualifying energy efficiency measures including boiler efficiency, HVAC improvements, compressed air controls and general consumption efficiency improvements.

“In the competitive businesses in which we operate, it is important that we seek out and implement operational savings opportunities wherever they may exist,” says Steve Siddens, senior technical services manager of the Kenosha facility. “Energy savings is an especially important area to concentrate on because of the impact these costs have on our business. Working with Focus on Energy has helped by allowing us to invest capital in areas that may not normally meet our investment hurdle guidelines. We are continuing this relationship by jointly developing projects for the future that offset natural gas and electricity inflationary pricing pressure.”

Since 2001, Focus on Energy has delivered cost effective energy solutions to Wisconsin consumers, farms and businesses. The results for businesses have meant lower operating costs and an improved bottom line as holds true for Ocean Spray Cranberries, Inc. In total, businesses in Wisconsin have saved about \$75,000,000 in energy costs annually.

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## OCEAN SPRAY CRANBERRIES, INC. WINS FOCUS ON ENERGY AWARD FOR EXCELLENCE IN ENERGY EFFICIENCY

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“We are proud to present Ocean Spray Cranberries, Inc. with the Focus on Energy Award for Excellence in Energy Efficiency,” said John Nicol, sector manager for Focus on Energy’s Industrial Program. “Their leadership in energy efficiency will benefit not only their business but also the environment, the community and other businesses by keeping future energy prices down. By cutting its natural gas consumption for these boilers at no cost to production, Ocean Spray has also effectively removed 350 tons of carbon dioxide from its emissions, the equivalent of cutting the emissions from 50 cars. The gas savings could heat 60 homes.”

Industrial manufacturing facilities have numerous opportunities to save money through energy efficiency. Focus on Energy initiatives help industrial customers identify and evaluate energy saving opportunities, provide a report of findings with specific recommendations, develop an energy management plan, integrate elements from national and state programs to meet specific needs, find vendors and evaluate their proposals for efficiency improvements and arrange technical training opportunities about energy efficient processes and procedures. In addition, Focus on Energy provides specialized best practice support for the pulp and paper, metal casting, plastics, food/dairy and water/wastewater industries.

For more information about saving opportunities at other industrial manufacturing facilities or Focus on Energy’s Business Programs, call Focus on Energy at 800.762.7077, or visit [focusonenergy.com](http://focusonenergy.com).

### **About Ocean Spray Cranberries, Inc.**

Ocean Spray is an agricultural cooperative owned by more than 650 cranberry growers in Massachusetts, Wisconsin, New Jersey, Oregon, Washington, British Columbia, and other parts of Canada as well as more than 100 Florida grapefruit growers. Ocean Spray was formed 76 years ago by three cranberry growers from Massachusetts and New Jersey. Ocean Spray is North America's leading producer of canned and bottled juices and juice drinks, and has been the best-selling brand name in the canned and bottled juice category since 1981. Ocean Spray posted fiscal 2006 gross sales of about \$1.5 billion.

### **About Focus on Energy’s Business Programs**

Focus on Energy’s Business Programs encourages energy efficiency and the use of renewable energy while targeting commercial businesses, industrial, agricultural and school and local government operations throughout Wisconsin. The Industrial Sector of the Focus on Energy Business Program helps manufacturing facilities of all sizes improve the energy efficiency of existing facilities along with planning for and implementing new projects, expansions or renovations. For more information, call 800.762.7077 or visit [focusonenergy.com](http://focusonenergy.com).

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