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**Trig's Supermarket Checks Out Cost-Effective Ways to Save Energy and Money**  
*- Minocqua supermarket saves \$37,000 in annual energy costs -*

**Madison, Wis. (May 21, 2010)** — Since 1971 when Trygve (Trig) and Tula Solberg opened the first Trig's Supermarket in Land O'Lakes, Wis. the main focus has always been on freshness. But recently the Minocqua location added a new expertise to the supermarket, energy efficiency.

With the help of Focus on Energy, Wisconsin's statewide program for energy efficiency and renewable energy, in partnership with Wisconsin Public Service, Trig's Supermarket in Minocqua will save more than 434,000 kilowatt-hours of electricity and 3,000 therms of natural gas annually — enough energy to power 47 Wisconsin homes for a year. The supermarket will also benefit from \$37,000 in savings on its energy bills each year.

This store found several cost-effective ways to save energy throughout the grocery store, Tone Zone fitness center, and Tula's Café, including innovative technologies and high-performance equipment upgrades. Major projects include:

- New display cases which incorporate better insulated glass and more efficient motors. Several open refrigerated display cases were replaced with new cases that have doors to keep the 'cool' inside.
- Replacing more than 150 standard incandescent light bulbs with compact-fluorescent bulbs. CFLs can last up to 10 times longer and use two-thirds less energy than incandescent bulbs.
- Utilizing low-watt LED lighting in its reach-in refrigerator cases, which generates less heat inside the cases so the refrigeration unit does not need to work as hard to compensate as it would with conventional lighting.
- Upgrading the heating, cooling, and ventilation systems in Tula's Café and the Tone Zone and installing an energy recovery ventilator which uses exhaust air to pre-warm fresh air coming into the building.

- Installing high-performance water heaters throughout the facility.

“We recognize the importance of being good corporate citizens and playing our role in protecting the environment. We are proud that our efforts are equivalent to taking 73 cars off the road,” says Alan Alden, Director of Retail Operations for Trig’s. “There is an initial investment involved in making our efforts greener, but the long term payback is big. As a result, we will be able to reinvest that savings into our customers through low prices and great service.”

Not only do these upgrades save Trig’s money, but they are environmentally friendly, too. The annual environmental benefits are equivalent to offsetting 900 barrels of oil from being burned – eliminating 772,000 pounds of carbon dioxide (CO<sub>2</sub>) from being released into the atmosphere.

“Focusing on energy efficiency is crucial to controlling operating costs,” said Ken Williams, Focus on Energy’s business programs director. “Grocery stores can save significantly with energy efficiency and renewable energy and Trig’s Supermarket will enjoy lower operating costs for years to come.”

Focus on Energy can help businesses and residents across the state identify and evaluate energy-saving opportunities, provide specific recommendations, develop energy management plans, arrange technical training opportunities about energy conservation, and offer financial incentives.

For more information, call 800.762.7077 or visit [focusonenergy.com](http://focusonenergy.com).

### **About Trig’s Supermarkets**

Trig's Supermarkets include five stores in the Northern Wisconsin communities of Rhinelander, Minocqua, Eagle River, Wausau, and Stevens Point. Each store is a complete one-stop experience with an expansive deli, service meat counter, Cellar 70 Wine and Spirits, and a full-service Healthmart pharmacy. Trig's is one part of the larger T.A. Solberg Company, Inc., a diverse and healthy organization of over 1,000 associates that also operate Tula's Café, several fuel and convenience stores throughout northern and central Wisconsin, Trig's Central Bakery and Trucking Facility, Trig's Recycle Center, and the Tasmania Northwoods Resort. For more information, visit [trigs.com](http://trigs.com).

### **About Focus on Energy**

Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Focus information, resources, and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment, and control the state’s growing demand for electricity and natural gas. For more information, call 800.762.7077 or visit [focusonenergy.com](http://focusonenergy.com).

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