HotWattEnergy[tm] Helped Leading Beer Distributor Keep Their Cool Through Energy Savings

Overview

Petitpren, located in Clinton Township, Mich., was founded in 1933 by Frank E. Petitpren. The family-owned company received rights from Anheuser-Busch to distribute Budweiser in 1937. Product offerings include Budweiser, Bud Light, Bud Dry, Bud Ice, Busch, O' Douls, Tequiza, Red Wolf, Michelob Light, Natural Ice, King Cobra and Red Hook ESB. Petitpren services more than 1,350 retailers in Macomb County and Hamtramck areas.

Including the import beer segment, Petitpren's market share represents approximately 65-percent of Macomb County's beer sales. In 1998, the company achieved sales of more than 4.8 million cases of beer. Petitpren employs more than 85 full-time people and nearly 80 part-time individuals.

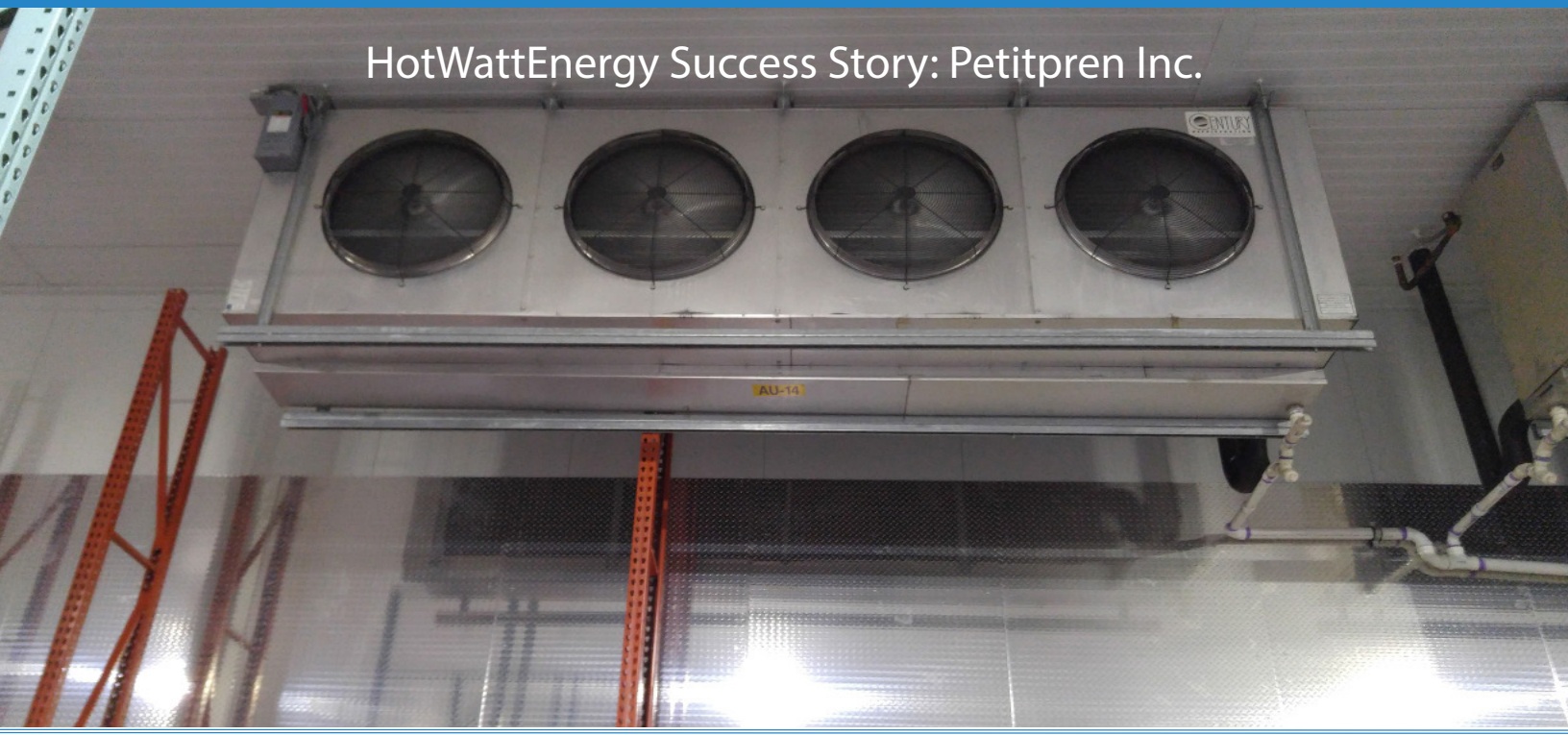
Petitpren Inc.'s commitment to providing quality service and products will ensure that the company will be responsive to the needs of its customers and meet the challenges of the ever-changing marketplace. It is certain, however, that Petitpren Inc. will continue to operate on the principle that the company was founded on; that of excellence in the marketplace and the community.

Challenge

With a facility comprising 135,000 sq ft over ten acres, Mark MacDonald, the GM of Facility Operations at Petitpren realized that there were potential ways that they could reduce their energy cost. Petitpren was looking to partner with an organization that not only understood their business, but they were also looking for a partner that could find energy efficient solutions that could improve their facility operations by reducing their energy expenses. Petitpren chose HotWattEnergy to help them identify ways to reduce their energy cost and were interested in the Frigitek/EC Motor Evaporator System.

> "We have benefited from the solution that HotWattEnergy brought to us. Using the Frigitek motors and controllers reduced our CEW and keg cooler evaporator fan electrical consumption by between 30% and 70%, far exceeding our expectations"
>
> Mark MacDonald, General Manager - Petitpren, Inc.

HotWattEnergy Success Story: Petitpren Inc.



Summary

Profile

Anheuser-Busch Independent Beer Distributor

Industry

Beverage Distribution

Solutions & Analytics

- Utility Incentive & Energy Analysis
- Evaporator Fan Replacement
- Frigitek Evaporator Controllers

Key Benefits

- Reduced Energy Consumption by 70%
- Simple ROI Payback in 14.5 Months
- Reduced Energy Bills by $27,673 Annually

HotWattEnergy's Solution

Petitpren Inc. chose HotWattEnergy as their energy consultant as they offered a unique solution to solve their desired reduction in energy cost per year. Mark MacDonald, the GM of Facility Operations for Petitpren made the decision to move forward with the Frigitek system. HotWatt Energy conducted an initial energy needs assessment and analysis of Petitpren's facility to determine the consumption of energy utilized by the evaporator fans, potential energy savings, and energy incentive programs.

HotWattEnergy recommended a Frigitek solution that would offer a simple payback on energy savings alone at 21.42 months, and a simple payback after utility incentives at 14.59 months. Replacing the fan motors with more efficient motors and adding the Frigitek controllers reduced Petitpren's annual energy cost by $27,673 which allows Mr. MacDonad to free up that budget towards capital improvements within their facility or directly increase his margin on operations each year.

HotWattEnergy offered a turn-key energy reduction solution for Petipren, which includes interfacing with the utility provider's engineering department to validate Hot Watt's engineered savings. HotWattEnergy handled all the complex utility incentive process. HotWattEnergy trained and managed Petitren's chosen electrical contractor to ensure proper installation of the data logging equipment, the EC Fan Motors, and Frigitek Evaporator Controllers. Finally, HotWattEnergy provided Petitpren with benchmarks of the before and after energy consumption to prove the savings.

More Efficient Compressor Usage

The systems that HotWattEnergy installed comprised of variable speed EC motors used in conjunction with the evaporator controllers. The controller is designed to reduce the motor speed by 40% whenever the compressor is not sending refrigerant to the evaporator as it is no longer under load and just needs to circulate air. Because the motors are not running as often, they produce less heat running at lower speeds and reduce the wear and tear on the compressor due to a reduction in its runtime.