

retail case study:
BevMo!

BevMo!



Background

Beverages & more! (BevMo!) was founded in January 1994 and opened six stores in the San Francisco Bay Area during that year. Since then they have grown to over 100 stores and have become the leading alcoholic beverage-lifestyle superstore retailer in the western United States and among the largest in the U.S.

BevMo! provides competitively priced alcoholic and non-alcoholic beverages and “goes with” products such as specialty foods and snacks, cigars, glassware and related bar and wine accessories.

- Boasts almost 100 stores in retail areas in major metropolitan markets throughout California and Arizona
- Stores are typically 10,000 square feet
- Stores are organized by product category and are sign-posted and color-coded, making it easy for customers to find the sections they are interested in.
- All products are accompanied by descriptive signage and, where appropriate, ratings.

Original Situation

- Interior lighting comprised of 250 watt magnetic HID fixtures
- BevMo! required a solution that would reduce their energy and maintenance costs and enable them to utilize utility rebates
- BevMo! stores are vibrant, color enriched environments. It was vitally important that lighting levels were maintained while bringing the color to life
- The Metrolight system was chosen due to quality and energy saving capabilities that are critical to retail applications

Snapshot

Energy Savings
51%

Lamp Power

Reduced from 250w to 150w

Annual kWh Saved

3,394,755

Maintenance Cost

Reduced by 50%

Annual CO² Saved

2546 metric tons

Simple Payback Period

0.8 years

Total Annual Saving

\$923,230.90

The Result

- Achieved 51% energy savings
- 90 Stores retrofitted. BevMo! is so pleased with the performance of the product that they have been specified in all their new construction stores.
- 250 watt magnetic HID fixtures replaced with Metrolight SmarHID™ 150 watt electronic fixtures while maintaining required lighting levels
- Realized utility rebates in the amount of \$278,329.00
- 50% reduction in maintenance costs

“BevMo! is so pleased with the performance of the product that it has specified that Metrolight’s technology be used for the lighting systems in all BevMo! stores currently under construction,”

Eric Marquart
BevMo!’s Director of Construction



After Metrolight

Features	Before Installation	After Installation	Savings
Fixture Power Consumption W	295 Watts	161 Watts	134 Watts
Operating Hours/Days	15	15	-
Total Annual Savings	\$923,230.90		
Simple Payback/ROI	0.8 Years/126%		

Distribution Partners:
West-Lite Supply Company Inc.



West-Lite Supply Company, Inc.
- For All Your Lighting Needs -

www.west-lite.com

West-Lite Supply was founded in Los Angeles, CA and with 5 locations nationally to serve our customers need. In an industry with constantly changing technologies, our representatives are trained to help you find the best solutions and the most innovative options available. Energy efficiency, increased productivity, accent lighting or a little bit of each; our people have the industry knowledge and experience to help you make the right selection whatever your requirements.

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