


[Register](#)
Date: Tuesday, October 17, 2006

Time: 2:00 PM Eastern | 11:00 AM Pacific

PROGRESSIVE GROCCER

THE COMPREHENSIVE SOURCE FOR FOOD RETAILERS

RETAIL INDUSTRY ARCHIVES

Progressive Grocer and Convenience Store News

[Archive](#) [Web](#)
[Current Issues](#) | [Reports & Analysis](#) | [Business Resources](#) | [Calendar of Events](#) | [Subscribe](#) | [Ad Opps](#) | [Contact Us](#) | [Newsletter](#)
[DAILY NEWS](#)
[FRESH FOOD](#)
[DELI](#)
[CENTER STORE](#)
[BEVERAGES](#)
[NONFOODS](#)
[TECHNOLOGY](#)
[EQUIPMENT](#)
[ETHNIC](#)
[HEALTH & WELLNESS](#)

Headlines

[SAVE](#) | [EMAIL](#) | [PRINT](#) | [MOST POPULAR](#) | [RSS](#) [XML](#) | [REPRINTS](#)

Food Lion Adds More ENERGY STAR Stores, Launches Campaign to Save Energy in Delis

OCTOBER 05, 2006 -- SALISBURY, N.C. -- In conjunction with the ongoing National Energy Awareness Month, Food Lion here achieved a major milestone in its energy conservation efforts: Its 600th store has earned the U.S. Environmental Protection Agency's (EPA) ENERGY STAR designation. The chain also launched two energy-saving initiatives in its campaign to reduce energy use even further through store employee action.

With 600 units -- or roughly half of the grocer's total number of stores -- now recognized as ENERGY STAR leaders by the EPA, Food Lion, which now has some of the most energy-efficient retail facilities in the United States, stands out as having far more ENERGY STAR stores than any other U.S. retailer.

Since 1998, Food Lion and the EPA have worked in close partnership to push Food Lion's energy-conservation efforts to increasingly higher levels. In the past 12 months alone, Food Lion has successfully increased the number of stores that qualify for the ENERGY STAR designation from 400 to 600.

For its efforts in adopting and applying energy management practices and technology throughout its operations, Food Lion received the EPA's ENERGY STAR Partner of the Year awards in 2001 and 2002. In both years Food Lion was the only supermarket company to receive the honor. In 2003, 2004, and 2005, the EPA again recognized Food Lion's energy management efforts by awarding the retailer the ENERGY STAR Sustained Excellence Award.

Energy is Food Lion's second-largest operating expense. Since 2000, the chain has successfully reduced energy consumption by more than 25 percent, or 2.45 trillion BTUs (the energy equivalent

Daily News

Winn-Dixie Names New Board of Directors

OCTOBER 05, 2006

Andronico's Moves to Cage-Free Eggs

OCTOBER 05, 2006

Boston City Council Votes Against Wine in Supermarkets

OCTOBER 05, 2006

Nova Scotia Getting Rid of Sunday Shopping Ban

OCTOBER 05, 2006

Food Lion Adds More ENERGY STAR Stores, Launches Campaign to Save Energy in Delis

OCTOBER 05, 2006

Related Articles

- ▶ [Pathmark Lauded for Energy Cost Controls](#)
- ▶ [Food Lion Adds More ENERGY STAR Stores, Launches Campaign to Save Energy in Delis](#)
- ▶ [Food Lion Introduces New 'Better for You' Store-brand Chips](#)
- ▶ [View more related articles](#)

QuickLinks: One-click access to topics in this article.

People

- ▶ [Bloom](#)
- ▶ [Reid](#)

Companies

- ▶ [Food Lion Inc.](#)
- ▶ [ENERGY STAR](#)
- ▶ [EPA](#)
- ▶ [National Energy Awareness Month](#)
- ▶ [U.S. Environmental Protection Agency](#)

Concepts

- ▶ [Food Lion](#)
- ▶ [reduce energy](#)
- ▶ [energy conservation efforts](#)
- ▶ [second-largest operating expense](#)
- ▶ [ENERGY STAR](#)

Categories

- ▶ [Energy](#)
- ▶ [Conservation](#)
- ▶ [Deli](#)
- ▶ [Stores](#)
- ▶ [Retailers](#)

 PROGRESSIVE GROCCER
MAGAZINE

[Subscribe](#)
[Current Issue](#)

of powering 71,784 American homes) -- a figure that's equivalent to nearly \$1.34 billion in sales.

Building on its success, Food Lion is also launching a campaign to reduce energy use even further through store employee action. The goal of the campaign is to make store deli employees aware of their ability to affect their store's energy use. Because of the equipment used each day for deli operations, deli associates have the ability to reduce a store's energy bill significantly through the smart use of deli equipment. Letting an exhaust hood run one extra hour per day, for instance, costs a store \$1,500 more in energy each year.

The energy awareness campaign uses engaging scratch-off cards to help deli associates think about the power they have over power. During the three-week campaign, associates will receive a different card each week. By helping deli associates take partial ownership of their store's power bill, Food Lion hopes each associate will take steps to reduce energy consumption.

Because energy awareness should extend into homes as well, Food Lion is encouraging employees at its corporate headquarters to make the EPA's Change a Light Day Pledge and change at least one bulb in their home to a compact fluorescent bulb. During the pledge campaign, Food Lion and a vendor partner are giving away 100 CFLs and are using articles, posters, and brochures to educate employees about conserving energy at home.

A subsidiary of Brussels-based Delhaize Group, Food Lion, LLC operates over 1,200 supermarkets, either directly or through affiliated entities, under the names of Food Lion, Bloom, Bottom Dollar Food, Harveys and Reid's in 11 Southeast and Mid-Atlantic states.

[SAVE](#) | [EMAIL](#) | [PRINT](#) | [MOST POPULAR](#) | [RSS](#) [XML](#) | [REPRINTS](#)

Copyright 2005 Progressive Grocer

Related Articles

- ▶ [Pathmark Lauded for Energy Cost Controls](#) Oct 27, 2005
– Progressive Grocer
- ▶ [Food Lion Adds More ENERGY STAR Stores, Launches Campaign to Save Energy in Delis](#) Oct 5, 2006 – Progressive Grocer
- ▶ [Food Lion Introduces New 'Better for You' Store-brand Chips](#) Sep 28, 2006 – Progressive Grocer
- ▶ [Food Lion Campaign Benefits Children's Miracle Network](#) Apr 4, 2006 – Progressive Grocer
- ▶ [Food Lion to Unveil New Look in Mid-Atlantic](#) Jun 16, 2006 – Progressive Grocer

▶ [View more related articles](#)



© 2006 VNU eMedia Inc. All rights reserved. [Terms Of Use](#) and [Privacy Policy](#).