

Retail Case Study  
**BevMo!**
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**Main Achievements**

- ▶ Realized 51% energy savings
- ▶ Superb light quality and maintained required light levels
- ▶ Significantly reduced maintenance costs
- ▶ Enabled BevMo! to utilize utility rebates

**Background**

Beverages & more! (BevMo!) was founded in January 1994 and opened six stores in the San Francisco bay area during that year. Since then, BevMo! has grown to over 100 stores and has become the leading alcoholic beverage lifestyle superstore retailer in the western United States and among the largest nationwide.

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 250W 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 colors to life.

**Snapshot**

# 51%

## Energy Savings

**Lamp Power**

Reduced from 250W to 150W

**Annual kWh Saved**

3,394,755

**Maintenance Costs**

Reduced by 50%

**Annual CO<sub>2</sub> Saved**

2,546 metric tons

**Simple Payback Period**

10 months

**Total Annual Savings**
**\$923,230**

The Solution

BevMo! chose to implement the Metrolight lighting system in their stores due to its light quality and energy saving capabilities that are critical to retail applications.

The Result

- ▶ Achieved 51% energy savings
- ▶ 250W magnetic HID fixtures replaced with Metrolight SmartHID™ 150W electronic fixtures while maintaining required lighting levels
- ▶ Realized utility rebates
- ▶ Reduced 50% of maintenance costs

90 Stores retrofitted. BevMo! management was so pleased with the performance of the product that they specified Metrolight's products in all their new construction stores.

Features	Before Installation	After Installation	Savings
Fixture Power Consumption (W)	295	161	134
Operating Hours/Days	15	15	-
Total Annual Savings		\$923,230	
Simple Payback		10 Months	



“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

West-Lite Supply Company Inc.

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. [www.west-lite.com](http://www.west-lite.com)



About Metrolight

Metrolight provides proven energy-efficient eHID and LED solutions for high-power lighting. Metrolight’s ballasts and managed lighting solutions are used in retail, industrial, commercial and municipal installations to reduce energy consumption and carbon emission by 70%. Pioneering lighting energy solutions since 1996, Metrolight operates worldwide with over 750,000 systems deployed and over 8 billion hours in operation. For more information, please visit our website at [www.metrolight.com](http://www.metrolight.com)