

CASE STUDY

Design, Engineering and Installation of Renewable and Energy Efficiency Technologies

Demand Response

SITUATION

Cirelli Foods, Inc., headquartered in Middleborough, MA, is the largest independent broadline foodservice distributor in New England. As a leader in their industry, Cirelli had already performed energy efficiency projects identified and delivered by Groom Energy and wanted to consider participation in the demand response program which Groom Energy had recommended. Cirelli engaged Groom Energy to identify their specific opportunities and execute the program once they were clear on both economics and implementation details.

STRATEGY

Groom Energy surveyed the Cirelli operation for the best opportunities to provide “on-call” electric load reduction to the New England utility group ISO New England in unusual times where there was an electric grid imbalance. The program would pay Cirelli monthly for 3 years for this option, even if no call for this additional power was executed. Groom Engineers helped design a program for Cirelli that maximized the electric load, minimizing the practical operational impact and ensuring that Cirelli was set to respond to demand calls from ISO New England.

THE RESULTS

Groom Energy enrolled Cirelli in a limited event Load Response Performance Program. Additionally, an automated data logging device was installed at the site to monitor and report load 24/7, and Cirelli began receiving \$1,600 monthly payments from ISO New England which would continue over the 3 year life of the program. Not only did Cirelli gain this economic return for their participation, but they contributed positively to ISO New England and the communities it serves, ensuring grid reliability and reducing the requirement to construct new peak demand power plants.

