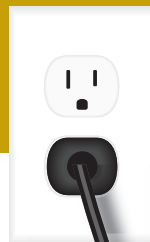




Energy Management Success Story



Gourmet Food Maker Homemade Baby Makes Energy Management Part of the Recipe for Success

“Energy management comes right behind product quality on our list of priorities,” say Matt and Theresa Edy Kiene, co-founders of Homemade Baby, an innovative small business that offers freshly-prepared baby food. That puts it a close second to the reason they founded their company.

Matt and Theresa started their business based on a commitment to the health and well-being of children. Beginning with dishes Theresa created at home for the three Kiene girls, Homemade Baby has grown into a popular provider of delicious organic and Kosher dishes for babies and toddlers. Just a year ago, they were working by themselves. Today the Kienes have a Cordon Bleu-trained chef on staff, and they ship hundreds of servings every day to customers all over the United States. Product quality is why they started Homemade Baby. Energy management is one way they’re growing the business.

“Given the lean size of our operation, our energy usage impacts us on every level,” Theresa continues. “In the front of our shop, we have our Tasting Room, where we invite mothers and

babies to test our products. We need to keep that room warm and comfortable for the infants. In the office, we have computers running constantly. In the kitchens, we have several pieces of large equipment for cooking and freezing working simultaneously. In the shipping room, we have more electrical equipment for packing and labeling.” Matt finishes the thought: “We can’t cut back on anything that supports our quality or productivity,” he says, “but as our sales increased, we saw we were facing spiraling energy bills. So we called Southern California Edison (SCE) for advice.”

Taking the Initiative

Homemade Baby uses an energy-intensive process, and SCE offered them not only electricity, but good ideas on how to make the most of it. The work day starts at dawn with delivery of fresh ingredients from select growers. By early afternoon, the produce is washed, peeled, cored, cooked, flash-cooled and cold-packed for shipping. Every product lot is labeled with the kettle batch and code numbers identifying the source, and every step of production must support

Savings by Managing Energy:

- 40% savings with SCE’s Express Efficiency Program on rebated energy-efficient equipment and on rebated refrigeration upgrades

Matt and Theresa Edy Kiene, co-founders of Homemade Baby





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Matt and Theresa Edy Kiene, co-founders of Homemade Baby



the color, taste and safety of the food. SCE helped the Kienes keep their electricity costs under control without compromising their standards.

“One free phone consultation got us started,” Matt remembers. “SCE asked us all kinds of questions about our operation. We quickly learned a lot about finding ways in our production process to cut electricity usage and save money, especially in our refrigeration operation. Little things add up day-to-day, so a refrigerator door that doesn’t seal properly can end up costing you a lot at the end of a month. SCE alerted us to all kinds of places where we were wasting electricity. We also found out about SCE’s rebate programs and services for small businesses, and as we invested in better equipment, that knowledge was the key to a lot of savings. Factoring in SCE rebates, we saved about 40% right away on some of the new equipment investments we made, and we’ll recover the rest in a few months.”

Managing Growth

“We’re expanding Homemade Baby’s product line with three or four new

dishes every month,” Theresa says. “Our sales are increasing very quickly, and our energy requirements have increased as we’ve grown. But we’re continuing to find ways to optimize our work processes and to squeeze value from our energy dollars. We talk with SCE often about additional ways we can build savings into the way we do business, such as taking advantage of time-of-use electricity rates at off-peak hours. If we can save energy today, we’re better able to grow the business, feed more kids, develop new products and make our company thrive.”

Like Homemade Baby, you can save money on electricity:

- **Shift electricity usage with an SCE Time-of-Use plan** and take advantage of lower energy rates.
- **Take advantage of SCE’s Express Efficiency Program** for rebates on purchases of energy-efficient equipment.

For More Information

Southern California Edison offers a range of programs such as rebates, incentives, energy surveys, and payment options to help you better manage your electricity costs. To learn more, please contact your SCE account representative, call **(800) 990-7788**, or visit us at **www.sce.com**.

Learn more about how to save energy and save money:

SCE Energy Management Classes

www.sce.com/ctac

800-336-2822;

www.sce.com/agtac

800-772-4822

Express Efficiency

www.sce.com/express

800-736-4777

Summer Discount Plan

www.sce.com/drp

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