

Fetzer Vineyards: Clean Power at a Cost Less than Conventional Power

Fetzer Vineyards has been committed to sustainability for over a decade. As the first winery to choose 100% green power when the California energy market deregulated, they continue to be at the forefront of incorporating renewable alternatives into their energy portfolio.

In October 2006, Fetzer increased their commitment to sustainability by installing the largest solar array in the wine industry, located at its Hopland, California bottling facility. Developed by 3 Phases and financed by MMA Renewable Ventures, the 900 kW system supplies approximately 80 percent of the bottling plant's electricity needs. Their remaining power comes from their existing Direct Access accounts with 3 Phases Renewables.

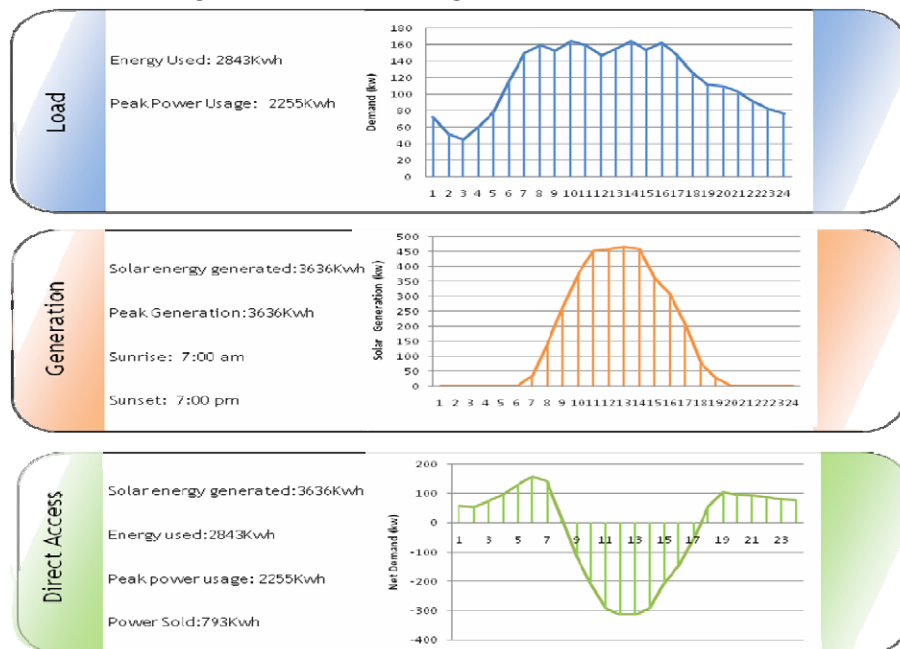
By replacing electricity from fossil fuels and other sources with clean energy from the sun, the Fetzer solar array will offset more than 960,000 pounds of carbon dioxide (CO₂) emissions annually. This wasn't just a clean choice for the environment; it was also a smart choice for their bottom line.

By signing a Power Purchase Agreement with MMA, Fetzer secured a lasting, stable energy source at a fixed price that was equal or slightly less than what they were paying for electricity from their utility. Given the historical price increases from utilities, the initial savings should increase over the long-term contract.

The solar PPA also offers a defined rate energy price escalating at a fixed, predictable rate over the term of the contract. Energy managers will control the energy budget at any defined point in the future for that portion produced by solar power. This predictably priced clean energy comes with no installation costs, as well as no operations or maintenance requirements during the lifetime of the project.

In addition, the most benefit comes during peaking hours, when electricity prices are highest due to power system demand and growth. The figures below capture the average monthly load profile per hour for April in Fetzer's bottling plant:

Figure 1: Fetzer Bottling Plant Load Profile



Consider the following details:

- The top chart represents the bottling plants average energy use prior to the solar installation. For the month of April, Fetzer power requirements were approximately 2843Kwh. Peak demand power charges occur between 7am and 10pm, which includes 80% of the area under the curve and equates to 2255Kwh.
- The middle chart illustrates Fetzer's average hourly generation from the onsite solar panels for the month of April. The area shaded under the curve, 3636 Kwh, is the average total generation for the month. The panels generate all the power during peak demand time.
- The bottom chart shows Fetzer's energy requirements after their onsite solar generation was applied to their Direct Access account. For the month of April, Fetzer generated more solar power than the bottling plant's total energy requirements. Not only did they save money by reducing their peak demand power charges, the excess power generated, 793 Kwh, was sold back to their utility. Additional cost savings were realized through the localized solar power via reduction in transmission and transportation losses.

Fetzer's commitment to both renewable energy and smart business practices allowed them to securing a lasting, stable energy source without having to shoulder the upfront capital costs. It meets their desire to support new renewable resources and have a positive impact on the potential problems associated with global warming, while supplying them with access to clean power in the future.

"In the end everyone wants to do the right thing, but doing the right thing and going broke doesn't get you anywhere. Doing the right thing when it's a very sweet deal is even better," said Jim Caudill, Fetzer spokesman.

About Fetzer Vineyards

Fetzer Vineyards is the leading example of sustainable wineries, producing popularly priced wines with a heritage of excellence and quality recognized annually in major wine competitions. Fetzer is a part of Brown-Forman Beverages, Louisville, Kentucky. Visit Fetzer on the web at Fetzer.com.

About MMA Renewable Ventures

MMA Renewable Ventures finances, owns and operates energy and energy efficiency projects in the United States. It is dedicated to providing cost effective, competitively priced clean energy for customers and exceptional investment opportunities in the renewable energy sector. For more information about MMA Renewable Ventures, visit www.mmarenewableventures.com

About 3 Phases Renewables

3 Phases Renewable is a leading provider of practical, green power solutions. It provides a comprehensive portfolio of energy services to help companies obtain power from renewable sources conveniently and cost effectively. For more information on 3 Phases Renewables, visit www.3phasesrenewables.com