

New Franchise Start Up



Background

In 2022, one of the world's largest bakery franchises, with over 700 locations in Australia, Canada, and New Zealand, opened its first United States location in Southwest Connecticut, with plans for expansion via franchising throughout the country.

Challenge

Being new to the U.S., the company was not aware of the deregulated nature of some energy markets, including Connecticut. By providing an overview of the deregulated market structure, CBIA Energy Connections helped to educate the client on alternatives which considered the best and most cost effective option for each franchise. At the time, the standard offer rate from the utility was amongst the highest on record.

Solution



By monitoring the marketplace and soliciting bids from the majority of competitive suppliers and contrasting with the utility standard offer, CBIA Energy Connections was able to provide custom solutions for each franchise location which offered long term savings and a common end date for future aggregations.

Results

In providing fixed price contracts for all the franchises, the client has been able to **save in excess of \$50,000 for all locations**, enabling budget certainty in a volatile energy marketplace. In addition, the common end date will enable the member to participate in future CBIA Energy Connections group aggregations for additional savings.

