

CASE STUDY

Solar Hot Water at Williams Selyem Winery

Saving Energy by Harnessing the Power of the Sun

The California Solar Initiative (CSI) Thermal Program can make installing a solar water heater more affordable. California consumers who are customers of one of the four investor-owned utilities in the state, Pacific Gas and Electric (PG&E), Southern California Edison (SCE), Southern California Gas (SoCalGas) and San Diego Gas and Electric (SDG&E) are eligible for cash rebates on solar water heaters.

Williams Selyem Winery's Commitment to Sustainability

Best known for their Pinot Noir, Williams Selyem Winery started in the late 70's. In 1998, John and Kathe Dyson purchased the winery to carry on the tradition of amazing winemaking and environmental stewardship. In 2010 Williams Selyem's new winery opened in Healdsburg, CA, with a strong focus on sustainability. Because the Dyson's began planning this new facility well in advance, they had the advantage of working with both their architects and PG&E's Savings by Design team to incorporate energy efficient components, including renewable solar energy and a green roof, into the project from the beginning.

Why Solar Thermal for Heating Water?

For businesses that use a large amount of hot water, such as wineries, solar water heating can be a very smart decision for the bottom line. Solar energy is clean, abundant, and reliable. Solar water heating systems can dramatically reduce the energy required to heat water, which reduces the pollutants and greenhouse gas emissions associated with boiler operations, while saving on energy costs. And there's never been a better time to invest in a solar thermal system. The California Solar Initiative (CSI) Thermal Program offers rebates for installing solar water heating systems based on how much annual energy the solar water heating system is expected to displace. To find out more information or if solar water heating is right for your business, visit www.pge.com/csithermal and select Solar Water Heating Business Kit.

"Insulation turns out to be the best and cheapest way to save energy. We added solar photovoltaics to generate electricity from the sun and solar hot water, which turns out to be even more attractive than solar electric because the conversion rate is better."

– JOHN DYSON, PRESIDENT, WILLIAMS SELYEM WINERY



CALIFORNIA
SUSTAINABLE WINEGROWING
ALLIANCE



“We use the hot water to clean and sanitize our bottling line, all of our barrel and cellar area, as well as the barrels themselves. I would say about 50% of our water usage is hot water.”

– MICHAEL CHESMORE, FACILITIES MANAGER, WILLIAMS SELYEM WINERY

Energy Solutions for Wineries

PG&E's [Energy Management Fact Sheet for Wineries](#) is a great resource to help new and existing wineries cut costs and conserve energy. PG&E has provided more than \$600 million in solar incentives through the California Solar Initiative program and other self-generation incentive programs. These efforts give businesses the opportunity not only to decrease their energy bills, but also to preserve our environment and natural resources. To find other savings opportunities beyond Solar Water Heating, visit the PG&E Money-Back Solutions site at www.pge.com/moneybacksolutions.

CSWA & PG&E Partnership

The California Sustainable Winegrowing Alliance (CSWA)—a non-profit organization that promotes the adoption of sustainable practices by California wineries and vineyards—has been partnering with PG&E since 2005 to host workshops and develop educational materials to help vintners and growers improve the energy efficiency of their operations. To view the most recent CSWA/PG&E educational videos on case studies that provide details about energy efficiency measures undertaken at wineries and vineyards throughout California, visit www.sustainablewinegrowing.org/media. For more information and a calendar of upcoming workshops, visit www.sustainablewinegrowing.org.

Next Steps with PG&E

Contact your PG&E Account Representative to enhance your operation's overall energy efficiency potential and to take advantage of potential cost savings and rebates.

For more information, call the Agricultural Customer Service Center at 1-877-311-FARM (3276) or visit www.pge.com/wineries.