Xcel Energy®

Sweet Action Ice Cream: Made With Fresh, Local Ingredients and Powered by Windsource®

> "It's such a worthwhile program and an easy way to **help the environment**. I encourage everyone to do it."
>
> SAM KOPICKO
> Owner

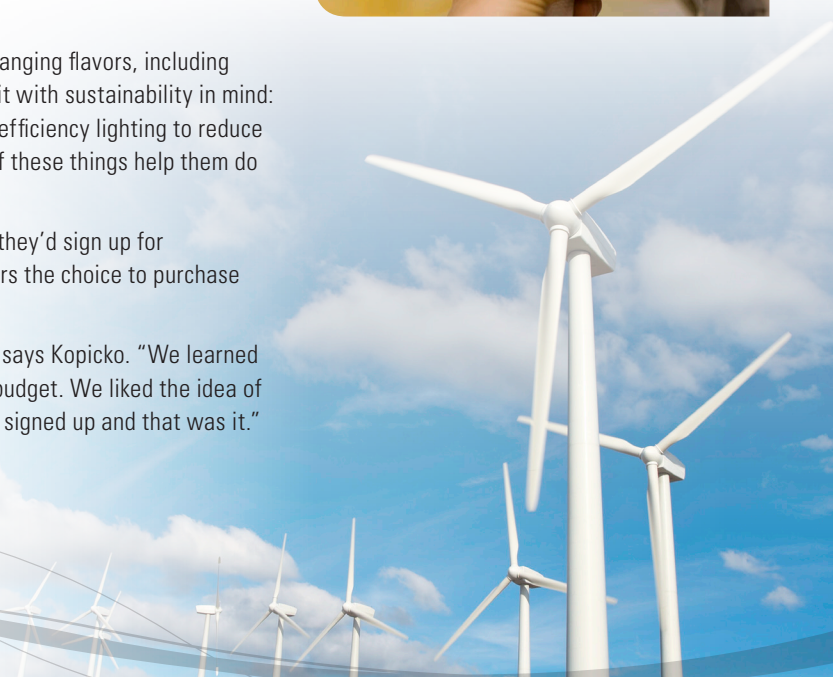

Local fare with flair and a goal to go green

A commitment to community is written all over Sweet Action Ice Cream in Denver. An award-winning ice cream shop that makes and serves an average of 16,000 gallons of ice cream annually, their tasty treats begin with fresh, natural Colorado dairy. Then they mix in the unexpected: things like locally-blended spices and whiskey to make up Stranahan's Whiskey Brickle. Even their location at the heart of downtown Denver is meant to encourage a family-friendly environment where people can meet up and hang out.

"We opened Sweet Action because we wanted a neighborhood ice cream shop and figured we should be the ones to do it," explains owner Sam Kopicko. "We had made ice cream at home for years and decided to start creating on a larger scale."

They proudly serve the local community with a creative mix of ever-changing flavors, including Black Sesame, Horchata and Vegan Salted Butterscotch. And they do it with sustainability in mind: they use 100% compostable serving containers made from corn, high-efficiency lighting to reduce energy consumption and recyclable materials wherever possible. All of these things help them do the right thing for the environment.

So when they opened their doors in 2009, there was no question that they'd sign up for Windsource, Xcel Energy's voluntary program which provides customers the choice to purchase renewable energy.

"We definitely knew we wanted to use an alternative energy source," says Kopicko. "We learned about Windsource after learning that solar panels just weren't in the budget. We liked the idea of opting in without having to change or install anything structurally. We signed up and that was it."

The whys of wind

More than 650 Colorado businesses currently participate in Xcel Energy's Windsource program. The energy that supplies Windsource is generated locally by Xcel Energy and goes above and beyond other renewable requirements.

"Customers who choose 100% Windsource pay an incremental charge on their electric bill," says Jaclyn Webb, Xcel Energy Windsource product portfolio manager. "They tell us they like how simple it is to participate and make a difference. Just by signing up, they are pledging to be more environmentally responsible."

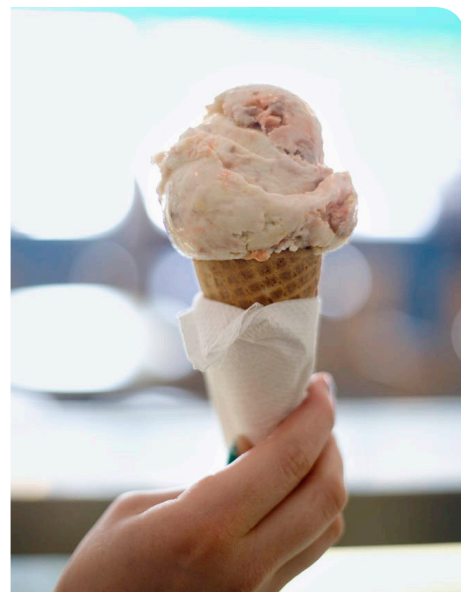She points out other Windsource facts, including:

• Windsource is sold in 100 kWh blocks: choose a little or a lot, up to 100% of your usage

• Renewable energy for Windsource is provided by Xcel Energy's renewable portfolio, supplying nearly 2,200 megawatts of wind

• The money received from Windsource customers goes directly towards increasing renewable energy in Colorado

• The economic benefits of wind energy include job creation to install and maintain wind turbines, income for land owners and tax revenue

Kopicko says using Windsource has been good for business, too. They display a sign in the window and include a wind-powered message on their wholesale packaging. "When we tell customers about it, they're excited and confused because they expect to see a windmill," laughs Kopicko. "It's not about marketing to us, it about doing a good thing for the environment."

Room to grow

Sweet Action is already reaping the benefits of success and plans to expand to an additional facility down the street, where it will operate its wholesale production service.

"That facility will be 100% wind-powered, too," says Kopicko. "It's such a worthwhile program and an easy way to help the environment. I encourage everyone to do it."

A Windsource subscription helps your business:

• Meet environmental goals

• Earn LEED certification points

• Generate goodwill among customers and your community

• Support rural economies through tax revenue and jobs

• Create a positive environmental impact

For more about Xcel Energy's Windsource program, please visit **xcelenergy.com/Windsource**.