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**FOR IMMEDIATE RELEASE**

## Retail Bakers of America Endorses APPI Energy

**Salisbury, MD, February 23, 2017** —The Retail Bakers of America (RBA) announced its endorsement of consulting firm APPI Energy to reduce and manage electricity and natural gas costs for its member companies. Dedicated to helping bakeries flourish, the RBA has been committed to the success of the retail baking industry since its founding in 1918. The program fits well with the RBA commitment to foster knowledge and the ongoing exchange of industry and business information throughout the retail baking community.

“Every day, APPI Energy reviews the wide range of energy supplier prices across the country, and identifies the lowest prices available among many reliable, competing suppliers,” said Walter Moore, President and CEO of APPI Energy. APPI Energy reviews thousands of electricity and natural gas prices every day to deliver data-driven solutions, and true apples-to-apples comparisons. “Recommendations to RBA members regarding when to buy energy, and which contract length is best, are based on extensive data analytics and 21 years of transaction experience,” said Moore. This includes evaluation of current supply contracts, proprietary price analytics, energy tariff analysis, regulatory tracking, and complete customer service.

“APPI Energy saves our members valuable time and uses their experience to create budget certainty and cost reduction opportunity,” said Beth Fahey, President of RBA. “By doing the heavy lifting and vetting all the suppliers out there, APPI Energy allows our members to focus on running their business.”

### **About APPI Energy**

Founded in 1996, APPI Energy provides data-driven procurement solutions to commercial, industrial, and nonprofit customers in every deregulated energy market in the U.S. APPI Energy delivers superior consulting, coordination of energy management strategies, and world-class customer service. The firm reduces and manages electricity and natural gas costs for members of 155 affinity groups.

### **About the Retail Bakers of America**

Founded in 1918, the Retail Bakers of America (RBA), a 501c6 not-for-profit trade association is committed to the success of the retail baking industry. Their stated mission is to foster the community of retail bakers by providing a forum for the exchange of industry and business information, the better to provide consumers with quality bakery foods.

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