



The recipe for success

Baxters Food Group uses daily data from Ørsted's customer portal to make informed operational decisions

Baxters Food Group has been a Scottish icon since 1868, with the opening of the first shop in Fochabers in the Scottish Highlands. Today, the company has an international reach and employees around 1,500 staff. The company manufactures soups, chutneys and preserves, which it markets through large scale retail channels as well as its five stores in Scotland.

Anne Macgregor, Indirect Purchasing Manager for Baxters Food Group, is responsible for energy procurement and management, including gas and electricity. Anne says, "On the gas side, we switched to Ørsted in 2012. Right from the start, it was clear that they were different. They took my business seriously, which is something I hadn't experienced with other suppliers included in the tender process - and that didn't change once the contract was awarded. The partnership was so successful we awarded the electricity contract to them the following year."

Data is key for Baxters: it must be timely and it must be accurate. Ørsted provides clear, simple and precise invoices which are supplemented with data so they can be understood easily. This data can be shared internally and actioned accordingly to improve Baxters' energy management.

Access to high-quality information and data is increasingly essential for managing energy efficiently. Ørsted provides the data at a granular level and all costs are transparent, including the management fee. "Even better, I can see what I get for that: access to my account manager whenever I want it, access to an online account and valuable data that is sent to me every month. Before I moved to Ørsted, I was paying a management fee and getting nothing but an invoice. The information services package from Ørsted is better than anything I've seen from other energy suppliers I've worked with", Anne explains.

Large manufacturing companies, such as Baxters, all strive to reduce consumption but without measuring energy usage and being able to drill down into that data, making informed operational and hedging decisions is becoming increasingly difficult.

Anne continues, "I get detailed consumption and cost data each month and access to real-time data via Ørsted's online account, which can help drive operational decisions. I share this data with Finance, Engineering and Production colleagues. It enables us to see what and when we're consuming energy. This visibility is invaluable."

Baxters uses this data to monitor consumption and interrogate any anomalies. For example, when they have factory shutdowns but are still consuming vast amounts of energy they can consider why. The data enables Baxters, as a business, to challenge their operational processes and, thus, become more energy efficient.

"Some people may think it's risky to place both gas and electricity contracts with a single supplier but, with Ørsted, I don't feel that it is a risk. The servicing of our account is great and it's easy to get the support I need – anytime I've asked for anything I've had a timely and efficient response. Ørsted takes my business seriously and treats it with the courtesy and professionalism that I feel it warrants. I'm not an expert in all things electricity and all things gas but I have access to people who are."

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