

**Gail Ambrosius
Chocolatier makes a
100% commitment
to green power**



One whiff, one taste and it's obvious that Gail Ambrosius knows a thing or two about fine chocolate. But it may come as a surprise that this dedicated chocolatier is just as passionate about the environment.

"Growing up on a farm and working with the Department of Natural Resources (her previous professional incarnation), helped me to understand the importance of being socially and environmentally conscious," said Ambrosius, owner of the eponymous store. "Having my own shop gives me an excellent way to put my beliefs into practice."

The most recent way she's doing that is by taking part in the **Green Power Tomorrow** program. Ambrosius participates at the program's "Leader" level and purchases the equivalent of 100% of her energy use in wind and solar power.

"I think it's critical for business owners to be a good example for their communities," said Ambrosius. "We all want to pass along a healthy



Each year, Gail Ambrosius Chocolatier's participation in Green Power Tomorrow will eliminate:

- 55 tons of carbon dioxide.
- 37,170 pounds of coal.

environment to the next generation, and buying renewable energy from **Green Power Tomorrow** is an easy way to help do our part."

The cost of the program is surprisingly affordable, even in these budget-conscious times. "If people look into this, they'll see that it costs very little—for us it's about \$40 more a month," said Ambrosius.

Gail Ambrosius Chocolatier



2086 Atwood Avenue
Madison, Wisconsin

Number of employees
12

Business description

Gail Ambrosius Chocolatier is a world-class provider of single-origin dark, gourmet chocolates. Owner Gail Ambrosius is dedicated to supporting environmentally sustainable, socially conscious practices and works with small producers from around the world to accomplish these goals.

The company's products are made in small batches, fresh every day, at their shop on the east side of Madison.

Offsetting the impact of a tropical product

Ambrosius is concerned about the fact that her product is created with materials that can only be grown near the equator. "I can't completely eliminate the transportation impact, but I do try to minimize it by participating in the Big Tree Climate Fund (a program that offsets her company's carbon usage by planting cacao trees in Brazil) and having my chocolate processed in the U.S. or South or Central America, rather than Europe," said Ambrosius. "This lets us avoid one trip across the ocean."

A company-wide commitment

In addition to these efforts, Ambrosius and her employees try to find smarter ways to use natural resources each day. Employees are encouraged to use water wisely, ingredient packaging is recycled as much as possible and a programmable thermostat controls the HVAC system.

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In addition, the shop is located within walking distance for many employees and is convenient to a local bike path.

“Our mission is to produce great chocolate with respect to our ingredients, our people and the environment,” said Ambrosius. “Our employees are excited to find new ways to be more earth-friendly and socially conscious, and having that commitment connects them both to our business and to the larger community.”

Learn more

MGE's newly expanded **Green Power Tomorrow** program means that customers can now buy more renewable energy than ever before. If you'd like to learn more or sign up for **Green Power Tomorrow**, visit mge.com/greenpower. You can also call the MGE Business Energy Line at (608) 252-7007.

