

Fleet Electrification Case Study



Rico Brand

FLEET PROFILE

- Type of fleet: Refrigerated cargo vans and medium-duty delivery trucks
- Number of vehicles analyzed: 7
- Location: Salt Lake City, Utah
- Parking: Depot at 2 locations

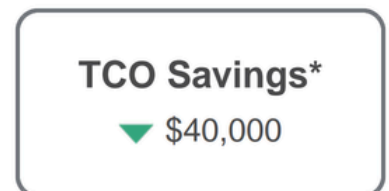
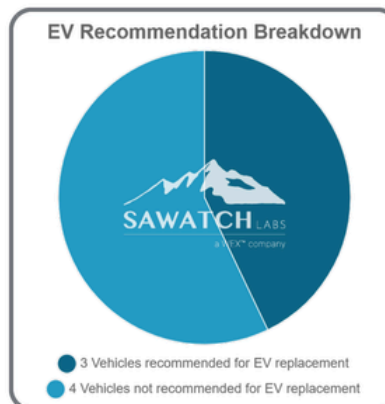


Medium- and heavy-duty (MHD) vehicles are a major contributor to air pollutants and greenhouse gas emissions. Electrifying fleets is one of many important solutions to improve our air quality and address climate change. Fleet electrification is also a growing priority for many local governments and businesses. However, there are many barriers to fleet electrification, especially MHD vehicles.

Utah Clean Energy, supported by funding from the Utah Governor's Office of Economic Opportunity, partnered with Merge Electric Fleet Solutions to provide Rico Brand with a fleet electrification analysis. The core of this analysis is based on output from an industry-leading telematics data analytics platform by Sawatch Labs, a WEX company, that uses historical vehicle-by-vehicle driving patterns to forecast how EVs would perform in the same role.

Rico Brand is a Utah business committed to sharing the diverse and authentic flavors of Mexican cuisine with America. Owner Jorge Fierro began selling freshly cooked "De La Olla" pinto beans at the Downtown Salt Lake Farmer's Market in 1997 and has since grown the business to a large-scale food distribution network across much of the state of Utah. More recently, Rico Brand has added direct sales distribution (DSD) to its activities, providing distribution and in-store retail stocking services to other Utah-based food companies. Rico Brand is a trailblazing business when it comes to sustainability – at the time of this study, solar is being installed at their main headquarters in Salt Lake City and they are committed to begin the transition to electric vehicles (EVs) as soon as possible.

3
EV Ready Vehicles
Group: All Vehicles
Category: All Vehicles



*Estimated lifetime impact of replacing your 3 EV Candidates.



Opportunities

- Due to the high mileage nature of the fleet, TCO savings is a high performing metric, with total savings estimated around \$99,000 over the fleet lifecycle.
- Rico Brand is committed to reducing their company emissions, and now that they have more data on what is possible, fleet electrification is part of this plan. With full fleet electrification, Rico Brand has the potential to reduce GHG emissions by 573 tons with an average reduction across vehicles of 67%.
- Vehicles consistently park for 15-16 hours overnight at the two Rico Brand locations, indicating that Level 2 charging is the most cost-effective solution. It will be important to utilize smart managed charging and power sharing to optimize charging and reduce demand charges.

Unique Aspects of the Rico Brand fleet

One major consideration for Rico Brand is the need to upfit delivery vehicles with refrigeration units. An EV van with an electric refrigeration unit could provide cooling without running the power train, allowing for refrigeration units as opposed to freezers. This analysis used comparable Thermo King electric units compatible with EV powertrains.

Challenges

Energy scores have the largest variance in this fleet, with 4 vehicles having “failing” scores between 19 and 75. These vehicles with low energy scores may require different operational strategies, which must be weighed against their positive parking scores and potential for emissions reductions. For example, the two highest energy vehicles will need midday supplemental charging most workdays. With the availability of public DC fast charging at several grocery stores along these delivery routes, the company could choose to adjust delivery schedules to accommodate additional time for charging. Another potential solution is a phased approach to electrification that utilizes ICE vehicles for higher mileage routes, until longer ranges are available on the EV market.

What's Next?

- There are some clear wins in the Rico Brand fleet that show great potential for near-term electrification. Several vehicles could feasibly be electrified with operational changes, and the remainder of the fleet would require either an EV with increased range or a restructuring of current delivery routes. There are great projections for lifetime total cost of ownership savings and greenhouse gas emissions reduction potential.
- Solar is being installed at Rico Brand's Salt Lake City headquarters, which would make it even more cost-effective to charge electric vehicles, as well as further reducing greenhouse gas emissions from this fleet.

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