



Developing a Successful Commercial Food Service (CFS) Energy Efficiency Program

Una Song, U.S. EPA, ENERGY STAR Program Manager

Illinois Stakeholder Advisory Group Meeting
September 27, 2011

Overview



- ENERGY STAR program overview
- Overview of the commercial kitchen efficiency opportunity
- ENERGY STAR CFS equipment
- Program design
 - Market barriers and program strategies
- Marketing tools and resources from ENERGY STAR
- Plan for Illinois Statewide Collaboration
- Questions

What Is ENERGY STAR?



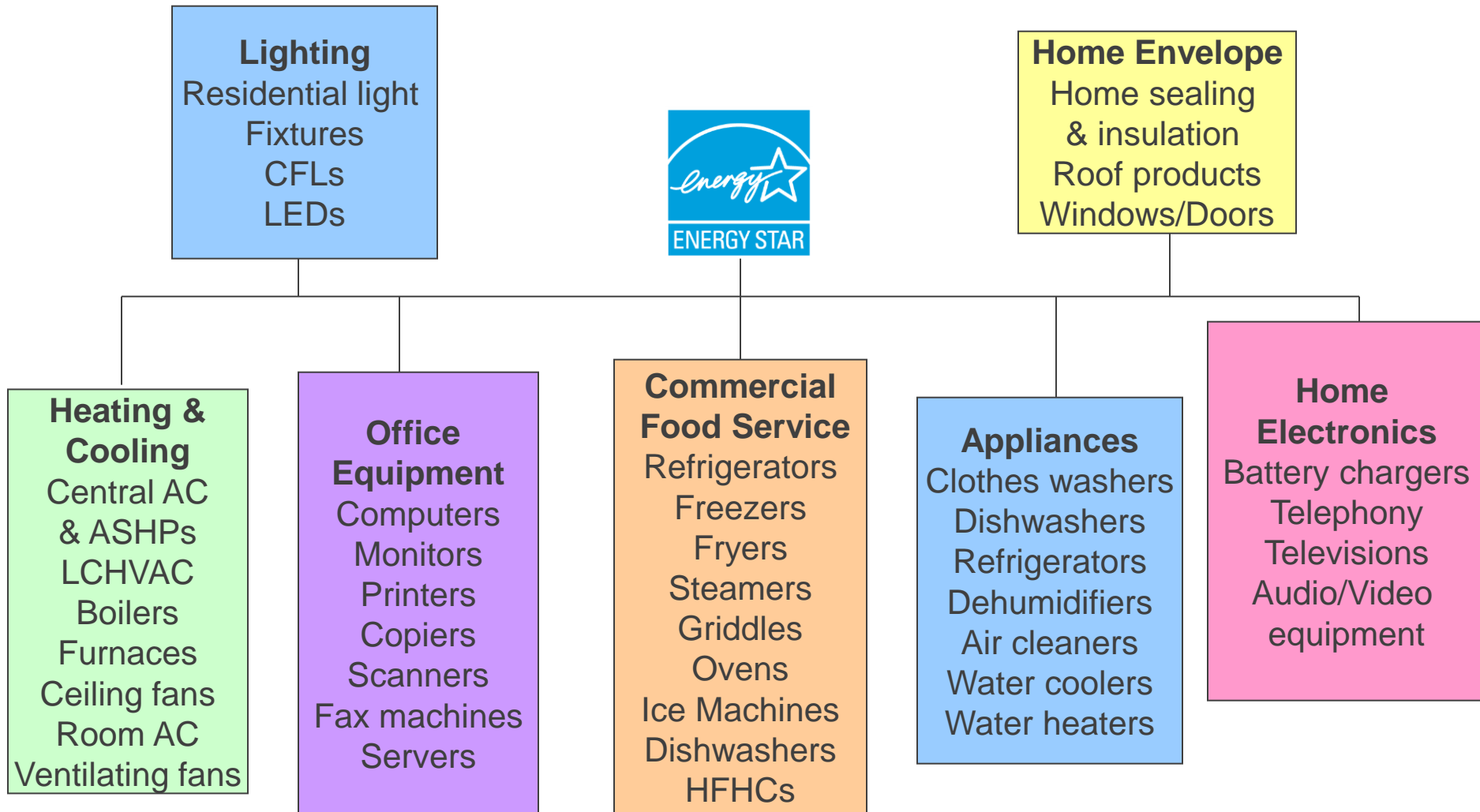
- Voluntary climate protection partnership with the U.S. Environmental Protection Agency (EPA)
- Strategic approach to energy management, promoting energy efficient products and practices
- Tools and resources to help save money and protect the environment
- Influential brand recognized by over 80 percent of Americans

The ENERGY STAR Product Label



- The ENERGY STAR label was established to:
 - Reduce greenhouse gas emissions and other pollutants caused by the inefficient use of energy
- AND
- Make it easy to identify energy-efficient products that offer savings on energy bills without sacrificing performance, features, and comfort.

60+ Product Categories Are Covered by ENERGY STAR in the US, such as:



Restaurants are Energy Intensive!

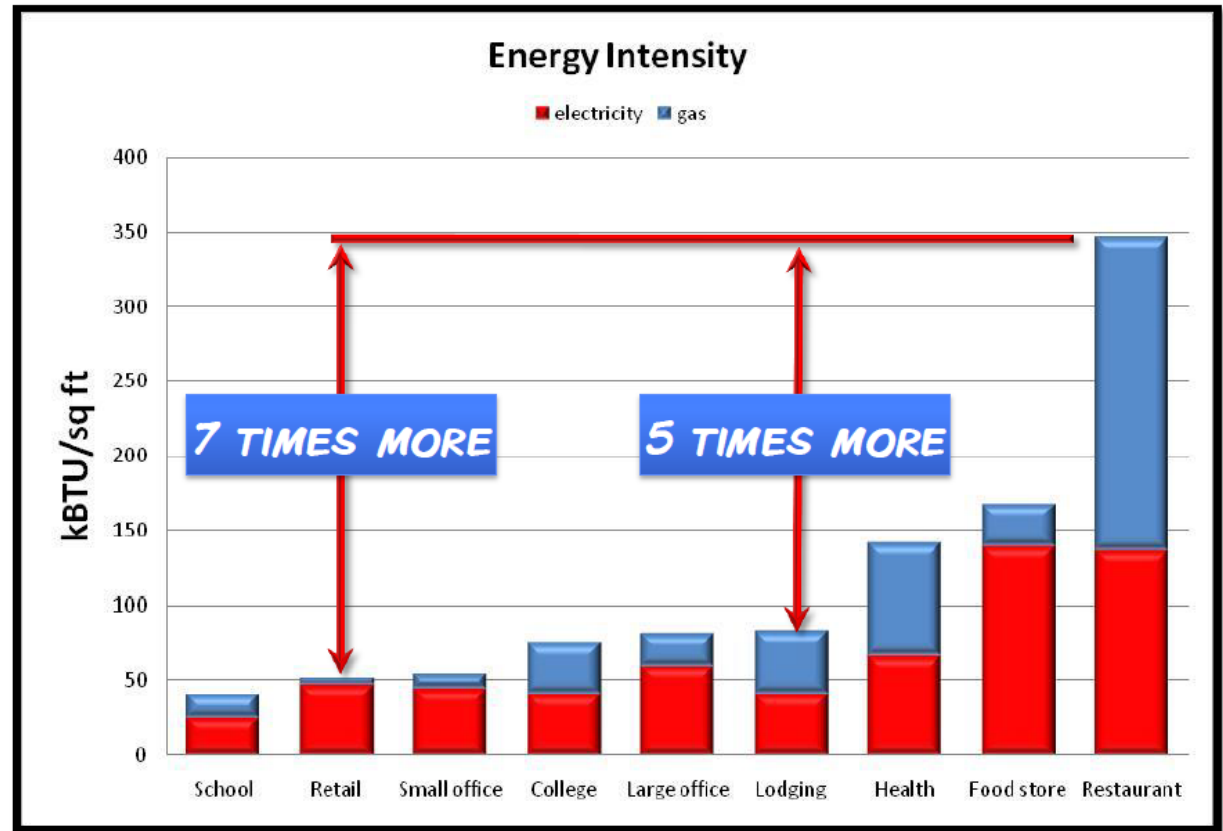


Shaping Restaurants to Be Models of Efficiency

By LAURA NOVAK

May 17, 2006

“If restaurants were automobiles, they would be Hummers.”

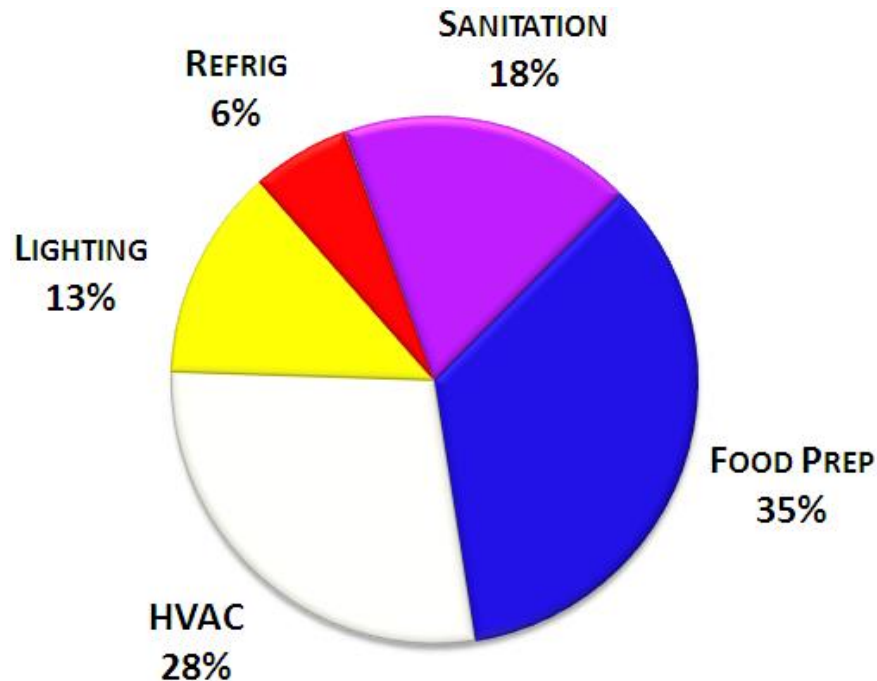


Source of graph: PG&E Food Service Technology Center

Restaurant Energy Consumption



Energy use in restaurants is dominated by food preparation



An example of how energy (BTU) is consumed in a typical full service restaurant



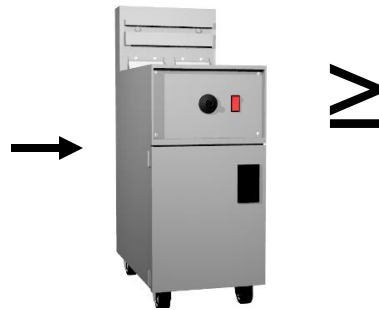
Source: PG&E Food Service Technology Center

French Fries Have a Huge Energy Cost



- A single appliance can consume more than a home!

A typical electric deep fat fryer uses more than **18,000 kWh** annually



IV

Conventional fryer

The average U.S. household electricity use is approximately **13,000 kWh** annually



Restaurant Growth in Illinois



- Illinois is:
 - Listed in the top 5 states for projected restaurant-sales volumes in 2011
 - Has a projected restaurant-sales volume for 2011 of nearly \$20 billion
 - Is listed in the top 15 states for restaurant industry employment growth
 - Is within the top 10 states for highest restaurant workforce figures (just over 500,000 restaurant jobs in 2011)



Illinois Restaurants at a Glance



Illinois Restaurants by the Numbers ...

Sales

In 2011, Illinois's restaurants are projected to register \$19.9 billion in sales.

Jobs

Restaurants employ 501,000 people in Illinois.

Locations

In 2009, there were 23,942 eating and drinking places in Illinois.

2011 Employment*

501,000

Restaurant jobs represent

9%

of employment in Illinois.

2021 Employment*

537,500

7.3%

job growth expected by 2021, or

36,500

new jobs

The Power of \$1

Every \$1 spent in Illinois's restaurants generates an additional \$1.38 in sales for the state economy.

The Power of \$1 Million

Every extra \$1 million spent in Illinois's eating and drinking places generates an additional 28.1 jobs in the state.

Source: National Restaurant Association | * Projections | Get the full 2011 Restaurant Industry Forecast at www.restaurant.org/forecast.

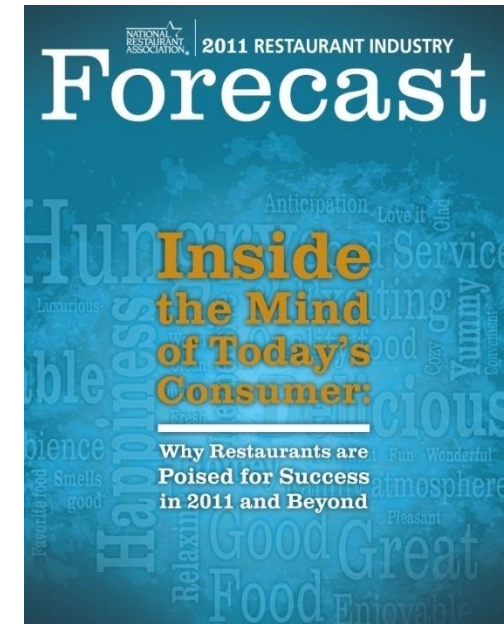


Source: National Restaurant Association

Restaurant Industry Trends



- Restaurant operators across all segments plan to devote more resources to green initiatives in 2011
- Roughly 40% of operators (from quick-service to fine dining) plan to purchase energy-saving kitchen equipment in 2011



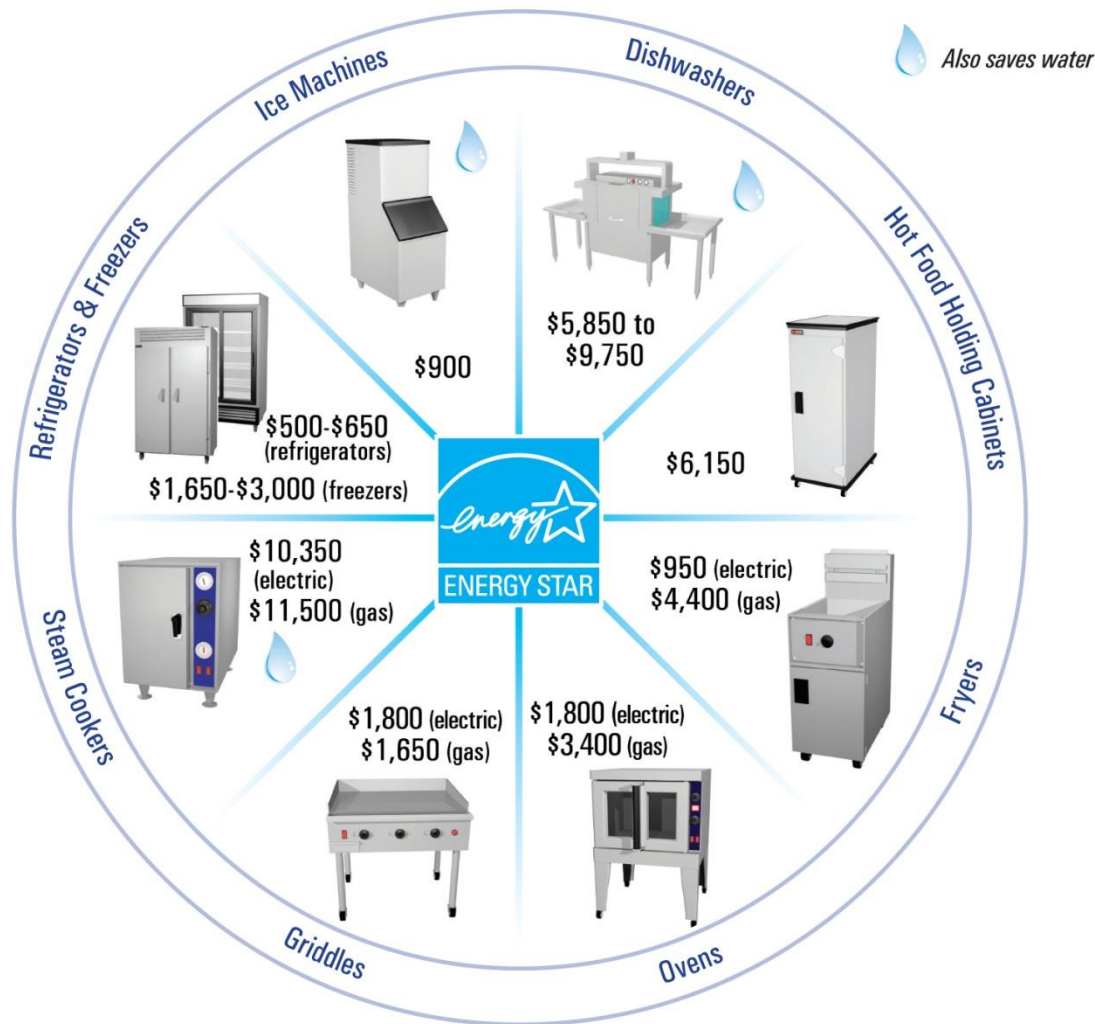
Source: National Restaurant Association
2011 Restaurant Industry Forecast

What ENERGY STAR Offers



- Widely accepted performance specifications (designating premium efficiency) for eight CFS equipment types
- Market/program design intelligence
- Marketing resources and recognition
- Account managers to support program development and participation

ENERGY STAR Labeled Equipment



Lifetime savings

Making the Case for ENERGY STAR



- ENERGY STAR qualified CFS equipment can save significant amounts of money
- Performance is maintained with higher efficiency
- High utility costs cut into restaurants' bottom line
 - Utility costs: 3 to 5% of sales*
 - Average profit ~5%*
 - Restaurateurs are taking notice of high energy costs
- Benchmarking restaurant energy use helps keep track of savings



Program Design: Overcoming Barriers



Barrier

Strategy

- Hard-to-reach market

- Communication & outreach
- Involve in program design

- Lack of distribution

- Sales training
- Salesperson incentives
- Equipment incentives

- High incremental cost / quick ROI mindset

- Equipment incentives

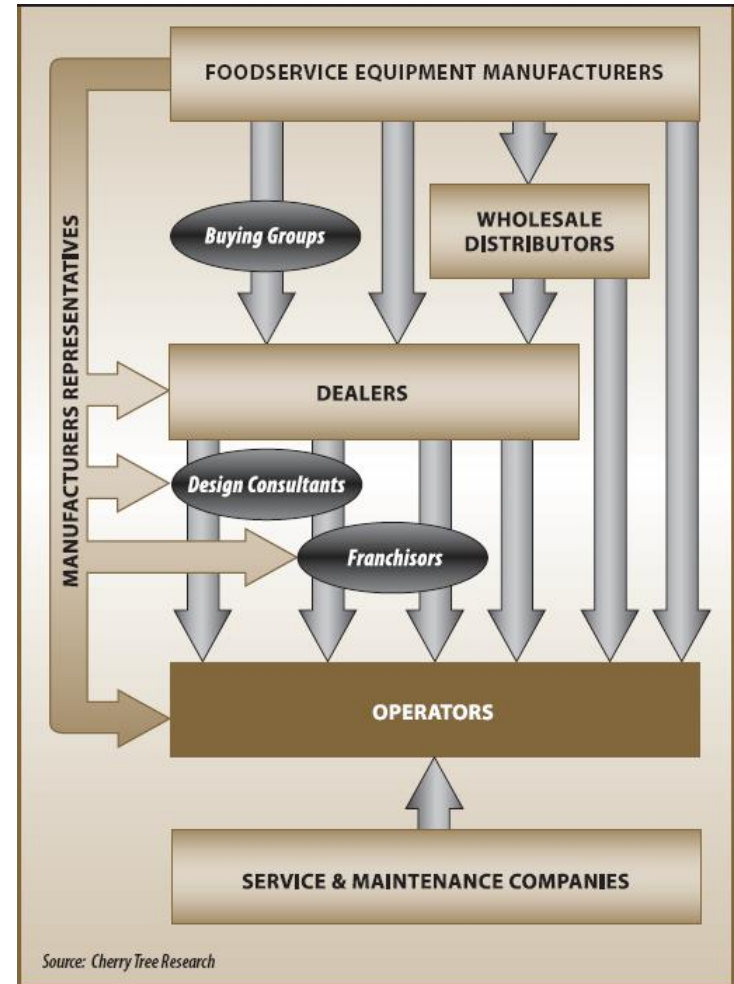
- Lack of knowledge

- Equipment demos
- Cooperative marketing
- Outreach to market actors

Hard-to-Reach Market



- Complex; fragmented
- Energy efficiency is new concept
- Knowing key market actors in your service territory is key



Hard-to-Reach Market (continued)



- **Dealers:**
 - Key link between manufacturer and operator
 - Maintain showrooms
 - Front-line relationship with operator
 - Often have in-house design consultants
- **Buying Groups:**
 - Dealers banding together to increase purchasing power

Hard-to-Reach Market (continued)



- **Manufacturers' Reps:**
 - Independent sales force
 - Promote equipment for manufacturers or lines to both dealers and operators
- **Design Consultants:**
 - Work directly with operators – mostly institutional
 - Involved in major renovations/new construction
 - Specify or advise on equipment choices

Lack of Distribution



- Equipment suppliers compete via low prices
 - Energy-efficient products are usually more expensive
- Issue is compounded by customers' short-term purchasing decisions
- Lack of demand and understanding of energy-efficient products

High Incremental Cost



- Restaurants have low profit margins
 - Require fast return on investment
- ENERGY STAR & energy-efficient equipment are generally:
 - Better made with better components
 - Often possess shorter cooking times
 - Higher batch rates
 - Higher price tag

Lack of Knowledge



- Energy and water efficiency is a new concept in restaurant industry
 - Restaurant sustainability movement is only a few years old
- Commercial kitchens/restaurants focus on
 - Food
 - Service
 - Initial equipment cost

Strategy to Overcome Barriers



- Take a holistic approach to program development
- Understand your local market
- Engage key supply-side players
- Conduct supply-side outreach during program design, ramp-up, and implementation:
 - Highlight benefits of ENERGY STAR
 - Tell them how the program works and keep it simple
 - Show them how their business will benefit by participating.

Make the Business Case



- Take the end user's perspective
- Promote ENERGY STAR as good a business decision
- Emphasize lifecycle cost savings
 - Describe as a revenue stream rather than the initial payback period
 - Reduced utility bills go directly to the bottom line
 - Saving \$200 = \$4,000 in sales (5% profit margin)
 - Use ENERGY STAR Lifecycle Cost Calculators to calculate average savings
- Highlight additional benefits: water savings, reduced noise, shorter cooking times
- Make direct equipment comparisons when appropriate



Key Tactics – Program Design

- Reduce incremental cost with incentives
 - Incentive programs should meet needs of market actors
 - Must have high enough incentives to offset costs
 - Include audits & custom incentives for large chains and remodels
- Consider offering “spiffs”
 - Puget Sound Energy: \$30
 - San Diego Gas & Electric Company: \$25
 - Minimize paperwork burden
- On Bill Financing

Range of CFS Incentives Offered by Utilities



Product	Incentive Range
Dishwashers	\$50 – \$2,000
Fryers	\$66 – \$2,500
Griddles	\$125 – \$2,100
Hot food holding cabinets	\$110– \$650
Ice machines	\$18 – \$700
Ovens	\$115 – \$3,000
Refrigerators and freezers	\$25 – \$1,000
Steam cookers	\$40– \$2,000

Please note that utility programs can change. Please contact your utility to ensure the program is still in effect before purchasing your equipment.



Source: 2011 ENERGY STAR Commercial Food Service Incentive Guide



Key Tactics – Outreach

- Engage state restaurant association
 - Write articles
 - Attend trade shows
- Dealer/Designer training:
 - Offer training – in person or via webinar
 - Clearly communicate incentives and environmental benefits to market actors
 - Highlight benefits of ENERGY STAR
 - Make the business case
 - Keep it simple
 - Develop point of purchase advertisements
- Promote ENERGY STAR Challenges/Pledge

<http://conserve.restaurant.org>

www.energystar.gov/changetheworld

Point of Purchase Marketing



Bp
Blooming Prairie Public Utilities

We've Added New Rebates To Our Menu

page 2

can on red...
...al...
...tion...
...e water. For example, a...
...qualifying steam cooker can...
...save about 170,000 gallons of water annually!
...In addition to saving energy, some equipment...
...includes features that reduce labor costs or result...
...in higher food product yield. Several items result in...
...reduced heat loss lowering your cooling costs and...
...providing a more comfortable work environment...
...for employees - reducing turnover and increasing...
...productivity.

CALIFORNIA STATE UTILITIES
FOOD SERVICE EQUIPMENT
REBATES

Available in Gas or Electric:

- Commercial Combination Ovens: \$750 - \$1000
- Commercial Convection Ovens: \$350 - \$500
- Commercial Steam Cookers: \$750
- Commercial Fryers: \$200 - \$500
- Commercial Griddles: \$125 - \$300

Available in Electric Only:

- up to \$300/unit
- up to \$500/unit
- up to \$500/unit
- up to \$300/unit

AVAILABLE IN GAS OR ELECTRIC:

- Commercial Combination Ovens: \$750 - \$1000
- Commercial Convection Ovens: \$350 - \$500
- Commercial Steam Cookers: \$750
- Commercial Fryers: \$200 - \$500
- Commercial Griddles: \$125 - \$300
- Large Vat Fryers: \$200 - \$500

AVAILABLE IN GAS ONLY:

- Commercial Rack Ovens: \$1000 - \$2000

AVAILABLE IN ELECTRIC ONLY:

- Glass Door (Reach-in) Refrigerators: up to \$300/unit
- Solid Door Freezers & Refrigerators: up to \$500/unit
- Ice Machines - Air Cooled: up to \$500/unit
- Insulated Holding Cabinets: up to \$300/unit

Rebate amounts may vary from those stated above for SDGE customers.

put a little **GREEN** in your kitchen

CALIFORNIA INVESTOR-OWNED UTILITIES
PARTNERING FOR ENERGY EFFICIENCY
REBATES

HOW TO APPLY FOR FOODSERVICE EQUIPMENT REBATES:

1. Visit your local utilities' website for rebate information, and to download application.
2. Visit www.fishnick.com for lists of qualified equipment.
3. Purchase qualifying equipment, and submit completed rebate application.

Food service products that use the ENERGY STAR logo energy and reduce greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency in California. ENERGY STAR-qualified fryers and steam cookers are eligible for rebates from the above utilities.

This program is funded by California utility customers and is administered by the California office: Southern California Edison, California Sea Grant, and California Sea Grant. Rebates are available to California customers who purchase qualifying equipment under the approval of the California Public Utilities Commission. © 2006 Southern California Edison. The above trademarks belong to their respective owners. All rights reserved. Some restrictions may apply. Terms and conditions apply to all rebates.



- Energy Trust of Oregon (ETO) handbooks include
 - What is energy efficiency & ENERGY STAR
 - List of incentives available in Oregon
 - Incentive application forms
 - A territory map showing where incentives are available
 - Qualified product lists with energy, water, and dollar savings
 - Additional benefits of ENERGY STAR equipment

California Investor-Owned Utilities



be
energy
wise



CALIFORNIA INVESTOR-OWNED UTILITIES PARTNERING FOR ENERGY EFFICIENCY

REBATES

AVAILABLE IN GAS OR ELECTRIC:

• Commercial Combination Ovens	\$750 - \$1000
• Commercial Convection Ovens	\$350 - \$500
• Commercial Steam Cookers	\$1250 - \$2000
• Commercial Fryers	\$200 - \$500
• Commercial Griddles	\$125 - \$300
• Large Vat Fryers	\$200 - \$500

AVAILABLE IN GAS ONLY:

• Commercial Rack Ovens	\$1000 - \$2000
• Commercial Conveyor Ovens	\$500 - \$750

AVAILABLE IN ELECTRIC ONLY:

• Glass Door Refrigerators & Freezers	up to \$1000/unit
• Solid Door Freezers & Refrigerators	up to \$600/unit
• Ice Machines- Tier 2 & 3- Air Cooled	up to \$500/unit
• Insulated Holding Cabinets	up to \$300/unit
• Demand Control Ventilation	up to \$350/hr

HOW TO APPLY FOR FOODSERVICE EQUIPMENT REBATES:

1. Visit your local utilities' website for rebate information, and to download application.
2. Visit www.fishnick.com for lists of qualified equipment.
3. Purchase qualifying equipment, and submit completed rebate application.



Food service products that earn the ENERGY STAR® save energy and reduce greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. In California, ENERGY STAR®-qualified fryers and steam cookers are eligible for rebates from the above utilities.

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Southern California Edison
Customer Technology Application
Center (CTAC)
6090 N. Inwindale Ave.
Inwindale, CA 91702



Southern California Gas
Company Food Service
Equipment Center
9240 Firestone Blvd.
Downey, CA 90241



Pacific Gas & Electric
Food Service Technology Center
(FSTC)
12949 Alcosta Blvd., Suite #101
San Ramon, CA 94503



San Diego Gas and Electric
SDG&E Rebate Programs
P.O. Box 232440
San Diego, CA 92193-2440

IN CONJUNCTION
WITH ENERGY STAR®



CALIFORNIA INVESTOR-OWNED UTILITIES PARTNERING FOR ENERGY EFFICIENCY

CONTACTS

At the Foodservice Technology Center (FTC), we can demonstrate the advantages of electric technology on more than 60 pieces of commercial cooking equipment, including induction cook-tops, electric fryers, convection ovens and combi ovens. Also learn about money-saving rebates.

tel: 626.812.7558 e-mail: andre.saldivar@sce.com
fax: 626.812.7397 website: www.sce.com/CTAC

Chefs and other food service professionals can "test drive" new cooking equipment at The Gas Company's Food Service Equipment Center. Choose from more than 150 pieces of equipment from more than 60 different manufacturers. You can also test up to five different combinations of ventilation hoods at our one-of-a-kind Ventilation and Baking Lab.

tel: 562.803.7323 e-mail: ercfoodsvcc@semprautilities.com
fax: 562.803.7518 website: www.socalgas.com/business

PG&E's Food Service Technology Center (FSTC) provides energy efficiency consulting services to food service owners and operators. Services include: kitchen equipment test reports, design consultation services, on-site facility surveys and educational seminars.

tel: 800.398.3782 e-mail: fstc@fishnick.com
fax: 925.866.2864 website: www.fishnick.com

SDG&E offers rebates for your food service facility on a variety of measures, including refrigeration, lighting and food service equipment. These rebates help make improving your energy efficiency more affordable.

tel: 800.644.6133 e-mail: foodservice@semprautilities.com
fax: 619.407.1367 website: www.sdge.com/foodservice

Food service products that earn the ENERGY STAR® save energy and reduce greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. In California, ENERGY STAR®-qualified fryers and steam cookers are eligible for rebates from the above utilities.

tel: 888.STAR.YES e-mail: lewis.kate@epa.gov
fax: 888.782.7937 website: www.energystar.gov/kfs

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National Grid's Commercial Kitchen Efficiency Program



- Started incentive program in 2006 to improve the energy and water efficiency of restaurants
- Partnered with Massachusetts Restaurant Association (MRA) to promote energy audits and incentives
- Took a holistic approach to program design
- Offers energy assessments, educational materials, and webinars to restaurants

LEARN MORE AT
energystar.gov

ENERGY STAR® is a U.S. Environmental Protection Agency program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov

COMMERCIAL KITCHEN EFFICIENCY PROGRAM
Creating Energy- and Water-Efficient Restaurants with ENERGY STAR®

National Grid (USA) is an electric and gas utility company that provides retail distribution in Massachusetts, New Hampshire, New York, and Rhode Island. In 2006, the company created an innovative initiative to reduce restaurant energy and water use.

National Grid's Commercial Kitchen Efficiency Program helps restaurant operators overcome barriers to installing energy-efficient kitchen equipment and improve the energy and water efficiency of their restaurants by offering:

- Financial incentives
- Educational materials
- Tips to identify highly efficient equipment
- Energy assessments to show estimated energy and dollar savings associated with the program
- Free high-efficiency pre-rinse spray valves (PRSVs) to encourage initial participation

The initiative leverages ENERGY STAR qualified equipment. Outfitting an entire kitchen with a suite of ENERGY STAR qualified CFS equipment could save operators about 500 MBtu, or the equivalent of approximately \$2,500, and could prevent 19 tons of greenhouse gas emissions¹. In addition, some ENERGY STAR qualified CFS equipment saves water (see Table 1).

ENERGY STAR Equipment Type	ELECTRICITY (kWh)	NATURAL GAS (MBtu)	WATER (gallons)
Commercial Fryers	1,100	50	—
Convection Ovens	1,000	30	—
Commercial Steamers	4,000	20	170,000

NATIONAL GRID'S BEST PRACTICES FOR PROGRAM DEVELOPMENT – A HOLISTIC APPROACH

When developing their program, National Grid looked at both restaurant energy use and the program holistically. In addition to providing incentives for kitchen equipment, which is where restaurants use most of their energy (see Chart 1), the program offers incentives for both food service and heating equipment. By offering energy assessments, the program helps restaurants identify opportunities for efficiency throughout the entire building. Some of the ways the initiative met its goals are as follows:

- **Offering comprehensive incentives.** Measures eligible for incentives include ENERGY STAR qualified CFS equipment, space heating, water heating, heat recovery, and new technologies.
- **Maintaining flexibility.** The initial ENERGY STAR qualified fryer incentive was established at \$200 for each equipment purchase. A low response rate led to raising incentives to \$1,000, resulting in a 1,500% increase in customer participation.
- **Giving customers an additional reason to participate.** The program offers free high-efficiency PRSVs to all new members of the Massachusetts Restaurant Association and to customers participating in restaurant energy assessments. This has been a successful recruiting tactic.

Average Energy Use in Restaurants³ (Btu)

Commercial kitchens use 12% of a restaurant's total energy consumption for sanitation, refrigeration, and food preparation.

ENERGY STAR's case study:
www.energystar.gov/cfs



ENERGY STAR Tools and Resources



- ENERGY STAR can assist you
 - Partner matchmaking
 - Training resources
 - Cooperative Marketing Assistance
 - Additional online resources:
 - Savings calculators
 - Manufacturer partner lists and qualified product lists
 - Online incentive finder
 - Case studies
 - CFS Newsletter
 - ENERGY STAR Guide for Restaurants
 - Program Administrator Guide for Utilities & other documents

Partner Matchmaking



- ENERGY STAR can assist you with reaching out to organizations in your service territory
- ENERGY STAR currently works with:
 - National Restaurant Association
 - Consortium for Energy Efficiency
 - Pride Marketing and Procurement, Inc. (buying group)
 - Supply Equipment Foodservice Alliance (buying group)
 - Edison Electric Institute
 - National quick-service restaurant chains
 - PG&E Food Service Technology Center

Cooperative Marketing Assistance



ENERGY STAR® Commercial Food Service Equipment: Hot Food Holding Cabinets

As hot food holding cabinets are frequently used 24 hours a day, 365 days a year, models that earn the ENERGY STAR offer businesses significant opportunities for saving energy and money. In addition, the insulation contained in ENERGY STAR qualified models keeps heat from radiating into the kitchen, ensuring a more comfortable work environment.



ENERGY SAVINGS BENEFITS

- Hot food holding cabinets that earn the ENERGY STAR are up to 60 percent more efficient than standard models.
- Each ENERGY STAR qualified hot food holding cabinet can save over 4,000 kWh annually, or an average of \$280 per year on utility bills.

QUALITY BENEFITS

- ENERGY STAR qualified models reduce heat loss through better insulation, offering superior temperature uniformity from top to bottom.
- Many ENERGY STAR qualified models offer additional features that protect food quality and save energy, such as temperature and humidity controls, auto-door closers, magnetic door gaskets, and Dutch doors.

LIFECYCLE SAVINGS

- An ENERGY STAR qualified hot food holding cabinet can save around \$4,400 over the equipment's lifetime.

LEARN MORE

To learn more about energy efficiency incentives for the food service industry, call Focus on Energy at 800.762.7077, or visit our Web site at focusenergy.com/foodserviceincentives.

FOCUS ON ENERGY INCENTIVES

ENERGY STAR Qualified
Hot Food Holding Cabinets:

**\$300
rebate
per cabinet**

COMMERCIAL DISHWASHERS NOW EARN THE ENERGY STAR®

Top-performing ENERGY STAR qualified commercial dishwashers provide significant kitchen energy and water savings while protecting the environment.

25% energy savings =
90 MBtus or \$850/year

25% water savings =
52,000 gallons or \$200/year

Ready to take restaurant operations to the next level? Visit www.energystar.gov/cfs or visit **Booth 6443** to talk to an ENERGY STAR representative about this exciting news and how it can benefit your business.



Marketing Templates

Equipment Highlights



Qualified Product Lists



- ENERGY STAR offers easy-to-access qualified product lists
 - Available on www.energystar.gov/cfs

BUY PRODUCTS THAT MAKE A DIFFERENCE
U.S. Environmental Protection Agency • U.S. Department of Energy

Home > Products > Find ENERGY STAR Products > Commercial Kitchen Package

Commercial Kitchen Package

for Businesses and Operators
(Are you a partner? [Commercial Dishwashers for Partners](#) | [Commercial Fryers for Partners](#) | [Commercial Griddles for Partners](#) | [Commercial Hot Food Holding Cabinets for Partners](#) | [Commercial Ice Machines for Partners](#) | [Commercial Ovens for Partners](#) | [Commercial Refrigerators & Freezers for Partners](#) | [Commercial Steam Cookers for Partners](#))

Did You Know?
Simple actions can make a big difference. Based on projected shipments of ENERGY STAR qualified CFS equipment, it is expected that approximately 130,000 metric tons of greenhouse gas emissions will be avoided annually, equivalent to emissions from about 25,000 cars.

About ENERGY STAR Commercial Kitchen Package

Overview	Buying Guidance	FAQs
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Choose an ENERGY STAR Commercial Kitchen Package
According to Pacific Gas and Electric Company's Food Service Technology Center, much of the annual energy use for the commercial food service (CFS) sector does no useful work. These lost energy dollars are often wasted in the form of excess heat and noise generated by inefficient appliances, heating ventilation and air conditioning systems, lighting and refrigeration.

Manage Costs
To help counter these costs, ENERGY STAR helps restaurant owners and operators improve the performance of their facilities and equipment while reducing energy costs. Restaurants that invest strategically can cut utility costs 10 to 30 percent without sacrificing service, quality, style or comfort - while making significant contributions to a

Qualified Products

- Qualified Commercial Dishwashers
[Excel](#) [PDF](#)
- Qualified Commercial Fryers
[Excel](#) [PDF](#)
- Qualified Commercial Griddles
[Excel](#) [PDF](#)
- Qualified Commercial Hot Food Holding Cabinets
[Excel](#) [PDF](#)
- Qualified Commercial Ice Machines
[Excel](#) [PDF](#)
- Qualified Commercial Ovens
[Excel](#) [PDF](#)
- Qualified Refrigerators and Freezers
[Excel](#) [PDF](#)
- Qualified Commercial Steam Cookers
[Excel](#) [PDF](#)

Product Pages

Energy Cost Savings Calculator



- ENERGY STAR calculator features all eight CFS equipment types
 - Calculate average energy, water, and dollar savings over lifetime of equipment
 - Easy to use, relevant to specific equipment details
 - Justified savings benefits for restaurateurs

Go to: www.energystar.gov/cfs

Click on “Commercial Kitchen Equipment Savings Calculator”

The screenshot shows the ENERGY STAR website's 'Commercial Kitchen Package' page. The page is titled 'BUY PRODUCTS THAT MAKE A DIFFERENCE' and is part of the 'ENERGY STAR' website. The main content area is titled 'Commercial Kitchen Package for Businesses and Operators'. Below this, there is a 'Did You Know?' section and a 'Commercial Kitchen Package Resources' section. A red arrow points to the 'Commercial Kitchen Equipment Savings Calculator' link in the 'Commercial Kitchen Package Resources' section. The page also features a 'Qualified Products' section with links to various equipment types like Dishwashers, Fryers, Grodies, etc.

“Where to Buy” List



- Highlights ENERGY STAR retailer/dealer partners that sell qualified CFS equipment
 - Available on www.energystar.gov/cfs (Under “Buying Guidance” tab)

The screenshot shows the ENERGY STAR website interface. At the top, there's a navigation bar with 'Products', 'Home Improvement', 'New Homes', 'Buildings & Plants', and 'Partner Resources'. The main content area is titled 'Commercial Kitchen Package for Businesses and Operators'. Below this, there's a 'Did You Know?' section with a red arrow pointing to the 'Buying Guidance' tab. The 'Buying Guidance' tab is active, showing a section titled 'Choose an ENERGY STAR Commercial Kitchen Package' with text about energy efficiency and a photo of commercial kitchen equipment. To the right, there's a 'Qualified Products' list with links to various product pages.

ENERGY STAR Incentive Finder Guide



Online Incentive Finder and Incentive Guide

Register program incentives with ENERGY STAR:

commercialfoodservice@energystar.gov



ENERGY STAR Incentive Finder



BUY PRODUCTS THAT MAKE A DIFFERENCE
U.S. Environmental Protection Agency • U.S. Department of Energy

About ENERGY STAR • News Room • FAQs • **KIDS** Search **Go**

ENERGY STAR Products Home Improvement New Homes Buildings & Plants Partner Resources

Home > Products > Locate CFS Incentives

Commercial Food Service Equipment Incentive Finder

This tool provides commercial food service (CFS) equipment manufacturers, dealers, distributors, and purchasers with information about rebates for ENERGY STAR qualified CFS equipment available from utilities and other energy-efficiency program sponsors.

Search by equipment type to find all available rebates. Add a zip code to narrow your search to those rebates for which you may be eligible. In general, incentive eligibility is determined by zip code. Contact the incentive sponsor for details.

Required: select at least one equipment type to see all available rebates.

<input type="checkbox"/> Commercial Dishwashers	<input type="checkbox"/> Commercial Ice Machines
<input type="checkbox"/> Commercial Fryers	<input checked="" type="checkbox"/> Commercial Refrigerators & Freezers
<input type="checkbox"/> Commercial Hot Food Holding Cabinets	<input type="checkbox"/> Commercial Steam Cookers

[Check All](#) [Check None](#)

Optional: add your zip code to narrow your search.

Locate Incentives

Disclaimer: EPA and DOE do not provide financial incentives for ENERGY STAR qualified products. This tool is provided as a courtesy to share information with consumers and partners on the financial incentives available from utilities and other energy-efficiency program sponsors. Please direct your questions and comments about these incentives to the sponsor.

Email This Page

To locate incentives in a particular zip code, enter it here

To locate all available incentives in the United States, leave zip code blank

Next, click on "Locate Incentives"

Additional ENERGY STAR Resources



Restaurant Guide and Fact Sheets

Case Studies

Quarterly Newsletter

LEARN MORE AT energystar.gov

ENERGY STAR, a U.S. Environmental Protection Agency program, helps all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Energy Use and Energy Efficiency Opportunities in Restaurants



Restaurant
According to the Technology Collaborative, the restaurant sector is expected to hold and add these costs. Energy and operations facilities and so Restaurants the costs 10 to 10 quality, style of

Putting Energy into Profit: ENERGY STAR® Guide for Restaurants

Updated for 2009

By becoming more energy efficient, you can help reduce your own business's energy costs. There is no substitute for energy efficiency. ENERGY STAR Service Equipment offers energy savings that far exceed the cost of the equipment. Consult the product literature at www.energystar.gov. Cut the time, all of the time? standby costs a startup, which only the equipment. Maintain and repair your energy burner or boiler.



LOCAL DISTRIBUTOR TEAMS WITH NYSEERDA TO MEET CUSTOMERS' ENERGY EFFICIENCY NEEDS



Saratoga Restaurant Equipment Sales (SRES), a commercial food service equipment distributor located in upstate New York, has added energy

What is the Small Commercial Kitchen Pilot?
Sponsored by NYSEERDA, this pilot promoted high-efficiency commercial food service equipment that can reduce energy consumption by up to 90%. It accomplished this by providing consistent definitions for equipment, making it easy for owners to select equipment that meets their business needs.

ENERGY STAR, a U.S. Environmental Protection Agency program, helps all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Food Service Equipment Distributor Leverages Energy Efficiency Program to Reach Profit Goals



Food Service Equipment Distributor Leverages Energy Efficiency Program to Reach Profit Goals



Kessenich's Ltd., a food service equipment distributor based in Madison, Wisconsin, has turned the promotion of ENERGY STAR qualified commercial food service (CFS) equipment into a highly successful business strategy. Like any good business strategy, Kessenich's current promotion of energy-efficient CFS equipment has increased total profits and enhanced the company's reputation for excellent customer service. Kessenich's business strategy has the benefit of helping customers increase the environmental sustainability of their commercial kitchens by selling them ENERGY STAR qualified CFS equipment. This strategy has not only raised Kessenich's visibility in the marketplace, but also significantly augmented sales, resulting in nearly a 60 percent sales increase of ENERGY STAR qualified CFS equipment in one year.

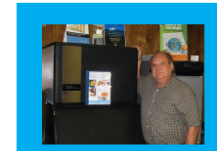
A key element of Kessenich's business strategy was partnering with Wisconsin's energy efficiency and renewable energy initiative Focus on Energy. Focus on Energy offers a wide range of incentives for ENERGY STAR qualified CFS equipment, as well as other energy efficiency solutions for commercial kitchens. In 2009, Kessenich's management teamed with an energy adviser from Focus on Energy to leverage shared interests in cutting costs and energy use in commercial kitchens. This relationship became the basis of Kessenich's fruitful business strategy, promoting energy-efficient equipment.

To maximize the benefits of this partnership, Kessenich's employed a number of internal strategies to increase profits and help sell energy-efficient equipment. Some of these key steps to success included:

- Educating staff on energy-efficient equipment benefits and available incentives.
- Educating customers on the cost-saving benefits of ENERGY STAR qualified and energy-efficient CFS equipment, which included placing signage on the showroom floor highlighting Focus on Energy incentives.
- Taking steps to make the incentive-application process easier for their customers.

What is Focus on Energy?

Focus on Energy, Wisconsin's energy efficiency and renewable energy initiative, works with Wisconsin residents and businesses to manage rising energy costs, promote sustainable development, and control the state's growing demand for electricity and natural gas. In recognition of Focus on Energy's continued excellence in energy efficiency program delivery, the program has received its third ENERGY STAR Award for Sustained Excellence in 2009. Focus on Energy currently offers incentives for ENERGY STAR qualified steam cookers, fryers, hot food holding cabinets, ice machines, and commercial refrigerators and freezers. The commitment of Focus on Energy's success has been working closely with equipment suppliers on coordinated promotions for energy-efficient equipment—a strategy on which Kessenich's Ltd. capitalized. Focus on Energy assures that equipment suppliers are informed about a valuable incentive, and provides information and tools to help them promote savings opportunities to their customers.



Kessenich's Al Argenteo with an ice machine displaying rebate and energy efficiency signage.

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.

LEARN MORE AT energystar.gov

ENERGY STAR® Commercial Food Service Newsletter

July 2010

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[Many Thanks to ENERGY STAR Partners at the NRA Show 2010](#)

[ENERGY STAR CFS Product Development Update](#)

[Two ENERGY STAR Partners Win Prestigious Awards](#)

[ENERGY STAR Enhanced Testing & Verification Meeting](#)

[Focusing on Sustainability: Conserve Solutions Center & Greener Restaurants Program at the NRA Show](#)

[Saving Opportunity: Heating, Ventilating, and Air Conditioning Equipment](#)

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[ENERGY STAR CFS Product Development Update](#)



The National Restaurant Association Restaurant, Hotel & Motel Show 2010 held May 22 to 25, 2010, in Chicago, IL, attracted 58,000 registrants and over 1,700 exhibitors, including commercial food service (CFS) industry professionals from more than 100 countries. Several representatives from the ENERGY STAR team attended the four day event, including Uria Song and Christopher Kent. ENERGY

EPA continues to revise the ENERGY STAR commercial hot food holding cabinet and commercial fryer specifications and recently announced plans to revise the ENERGY STAR commercial dishwasher specification.

Commercial Hot Food Holding Cabinets
EPA released the Draft 3 Version 2.0 specification to stakeholders on June 16, 2010. Draft 3 addresses key remaining issues regarding large banquet carts, testing and qualification of product families, and the



Go to: www.energystar.gov/cfs

Illinois Statewide Communications



- It is critical to make life easier for CFS trade allies (e.g., equipment dealers) in this complicated market
 - Operators need energy solutions and are looking to improve their total bottom line
 - Operators select both gas and electric equipment
- Program sponsor cooperation will meet both trade ally and customer needs
- Proposed baby step for Illinois: single statewide incentive fact sheet

Draft Illinois Statewide Incentive Fact Sheet



Energy Efficient Commercial Food Service Equipment Incentives Available in Illinois

The following document is provided to you by the electric and natural gas utilities in Illinois. It is designed to help commercial kitchen operators, equipment distributors, and manufacturers find incentives for energy efficient and ENERGY STAR® qualified products across the state. Use the table below to determine which incentives are available to you or your customers. Offers are only available to customers of that utility. See the complete incentives listings from the participating utilities on the following page. The utilities may offer additional equipment incentives, so please visit their websites for more information. Offers are valid between June 1, 2011 and May 31, 2012.

You Are/ Your Customer Is:	Available Electric Equipment Incentives:	Available Natural Gas Equipment Incentives:
<ul style="list-style-type: none"> - Restaurant Operator - <i>Privately owned or operated:</i> <ul style="list-style-type: none"> o k-12 school o community college, college, or university o health care facility o other facility - State or local government office or agency - <i>Publicly owned or operated:</i> <ul style="list-style-type: none"> o k-12 school o community college, college, or university o health care facility o other facility 	<p>Choose your local electric utility: Ameren Illinois Commonwealth Edison (ComEd)</p>	<p>Choose your local natural gas utility: Ameren Illinois Nicor Gas Peoples & North Shore Gas</p>
	<p>Available incentives* are offered to you/your customer through the Department of Commerce and Economic Opportunity.</p> <p>* Pre-approval is required to receive incentives.</p>	

For More Information:

Utility	Program Website	Contact Information
Ameren Illinois	www.actonenergy.com	Phone: (866) 800-0747 ActOnEnergyBusiness@ameren.com
Chicagoland Gas (Peoples & North Shore)	www.peoplesgasdelivery.com www.northshoregasdelivery.com	NEED TO FILL IN
ComEd	www.comed.com/smartideas	Phone: (888) 806-2273 ComEdSmartIdeas@kema.com
Nicor Gas	www.nicorgasrebates.com	NEED TO FILL IN
Department of Commerce and Economic Opportunity	www.illinoisenergy.org	Phone: (800) 785-6055 illinois.energy@illinois.gov



ENERGY STAR®, a U.S. Environmental Protection Agency program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Equipment	Available Incentives					Incentive Levels
	Ameren Illinois (Electric & Gas)	Chicagoland Gas (Gas Only)	ComEd (Electric Only)	Nicor Gas (Gas Only)	& Energy Now - DCEP (Electric & Gas)	
ENERGY STAR® Equipment						
Dishwashers	*					\$400 - \$1,500
Convection Ovens				*		\$500 - \$600
Fryers	*	*		*		\$400 - \$750
Griddles	*			*		Please Contact
Hot Food Holding Cabinets	*		*			\$200 - \$500
Ice Machines	*			*		\$100 - \$600
Refrigerators & Freezers	*		*		*	Please Contact
Steam Cookers	*	*	*	*	*	\$375 - \$1,200
Vending Machines			*		*	\$100 - \$150
Non-ENERGY STAR Equipment						
Refrigeration						
Anti-Sweat Heater Controls				*		\$25 per linear foot
Automatic Door Closers for Coolers/Display Case	*		*			\$30 - \$75
Automatic Door Closers for Walk-in Freezers	*		*	*		\$30 - \$150
EC Motor for Walk-in or Reach-in Freezer/Cooler	*		*	*	*	\$25 - \$75
EC Motor with Evaporator Fan Controls for Walk-in Cooler or Freezer			*			\$70
Evaporator Fan Controls	*			*		\$60 - \$90
Evaporator Fan Controls on EC Motor			*			\$15
Evaporator Fan Controls on Shaded-Pole Motor			*			\$15
Refrigeration Economizer				*		\$120
Refrigeration Tune-up	*					Please Contact
Strip Curtains on Walk-in Coolers and Freezers	*		*	*		\$4 - \$6 per square foot
Cooking						
Combination Oven		*	*	*		\$500 - \$900
Infrared Charbroiler		*	*	*		\$500
Infrared Rotisserie Oven		*	*	*		\$500
Infrared Salamander Broiler		*	*	*		\$500
Infrared Upright Broiler		*	*	*		\$500
Kitchen Vent Hood of Hood Controls	*			*		Please Contact
Conveyor Oven		*	*	*		\$500 - \$1,000
Pasta Cooker		*	*	*		\$200
Rack Oven - Double Oven			*	*		\$1,400
Miscellaneous						
Beverage Machine Controls			*	*		\$100 - \$110
Faucet Aerators				*		\$8 - \$32
Pre-Rinse Spray Valve	*	*		*	*	Please Contact
Snack Machine Controls			*	*		\$30 - \$45
Other Prescriptive Incentives Available? (e.g., Lighting, HVAC, Water Heating)	Yes	Yes	Yes	Yes	Yes	Please Contact



Proposed Next Steps

- Finalize the fact sheet with input from all Illinois program sponsors
- Determine trade allies and ENERGY STAR partners and stakeholders to contact (“partner matchmaking”)
- Share fact sheet with them and/or hold a trade ally meeting as part of the next Stakeholder Advisory Group meeting to introduce the fact sheet and brainstorm outreach strategies

Final Thoughts



- Reducing energy and water consumption in CFS can have big impacts
- Developing a CFS program:
 - Bring stakeholders into the process early
 - Education and face time is important
 - Design a collaborative program to simplify and increase participation
- Use ENERGY STAR as a resource

Useful Web Links



- ENERGY STAR Qualified Products & Resources
 - www.energystar.gov/cfs
- ENERGY STAR Rebates
 - www.energystar.gov/cfs/incentives
- ENERGY STAR Training Center
 - www.energystar.gov/training
(look under “Products” for Commercial Food Service)
- ENERGY STAR Small Business partnership program
 - www.energystar.gov/restaurants



Additional Useful Web Links

- ENERGY STAR Commercial Buildings partnership program & Portfolio Manager
 - www.energystar.gov/benchmark
- PG&E Food Service Technology Center
 - www.fishnick.com
- National Restaurant Association's Conserve Initiative
 - <http://conserve.restaurant.org/>



Questions?

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