

LOCAL DISTRIBUTOR TEAMS WITH NYSERDA 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 efficiency and ENERGY

STAR® qualified equipment as a value-added offering to enhance its customers' experience. SRES's mission is to serve the food service industry by providing turnkey solutions that contribute to long-term success for its customers. SRES, a member of the Foodservice Equipment Distributor Association (FEDA), has developed a unique business strategy that matches the needs of the customer with the right equipment solution, providing consulting expertise rather than just selling equipment. SRES has found that this dedication to the customer has paid off—not only by helping to establish lifetime customer relationships, but also having a strong positive impact on the company's profits.

In 2007, SRES decided to participate in the New York State Energy Research and Development Authority's (NYSERDA) Small Commercial Kitchen Pilot. SRES felt that participating in the Pilot would assist its customers in reducing energy costs, improving the bottom line, and would provide a value-added service with the added benefit of protecting the environment.

Working with NYSEERDA had a significant effect on SRES's sales; sales of energy-efficient commercial food service equipment increased by 50% to 900% depending upon the equipment category. Additionally,

Energy-Efficient Products	Total Sold in 2007
ENERGY STAR Refrigerators	11
Ice Machines	10
Spray Valves	30
Combination Ovens	4
Grand Total	55

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 60%. It accomplished this by providing consistent definitions for equipment, making it easy for owners to select equipment that meets their business needs. The pilot used ENERGY STAR and the Consortium for Energy Efficiency (CEE) qualifying products as the primary way of identifying energy and water saving equipment. More than 65% of Americans recognize the ENERGY STAR label. As a result of the pilot, NYSEERDA was able to engage 15 manufacturers and their representatives, 10 distributors, and one buying group in promoting high efficiency food service equipment whose purchase would be eligible for NYSEERDA incentives. In addition, 51 restaurants receiving a kitchen audit and 48 purchases of food service equipment are directly attributable to the pilot. The pilot effort has been rolled into NYSEERDA's Focus on Hospitality initiative. Materials are available at www.nyserda.org/programs/hospitality.

working with NYSEERDA increased sales staff knowledge about energy efficiency. SRES, working with NYSEERDA field staff, learned how to differentiate between standard and high-efficiency equipment, and how to effectively sell the benefits of efficient equipment to its customers. NYSEERDA uses guidelines set by the government-backed ENERGY STAR Program as well as guidelines developed by the Consortium for Energy Efficiency (CEE). More information on energy- and water-efficient product specifications can be found at www.cee1.org and www.energystar.gov/cfs. Product lists for efficient commercial kitchen equipment are available on the PG&E's Food Service Technology Center (FSTC) Web site, at www.fishnick.com.

One of SRES' challenges was to obtain information about equipment that met the energy-efficiency standards and determine which programs were available to assist food service operators in purchasing energy-efficient equipment. SRES has provided outreach and education to its customers and streamlined the program application process. First, SRES determined what products qualified for NYSEERDA incentives and increased product inventory/selection where needed. Then, the company clearly marked the eligible equipment with tags and literature

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. www.energystar.gov



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provided by the Small Commercial Kitchen Pilot. Next, sales staff were educated about the programs and incentives to better promote them. The company further promoted the programs by holding a live event that showcased energy-efficient equipment and by sending out flyers about the available incentives. Finally, SRES streamlined the application process for customers by pre-processing as much of the application as possible. President and Owner Dave Hummel commented on the program, "The first priority at Saratoga Restaurant Equipment Sales is to make sure that the equipment we sell matches our customers' applications. When we do this in a way that saves energy and our customers' money, it's a win-win for everyone."

SRES's hard work has certainly paid off for the company and its customers and also has generated a significant amount of energy savings. Besides getting a boost in sales, SRES's promotional efforts have set it above the competition. The company has received calls from other distributors to learn about the NYSERDA rebates and programs, based on customers' questions. SRES plans to continue its commitment to educating the food service industry and promoting energy efficiency by expanding its knowledge on energy-efficient equipment and programs, such as the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED), and further developing relationships with industry leaders.

How You Can Get Involved

1. Work with ENERGY STAR to train your staff about ENERGY STAR qualified equipment.
2. Determine if there are energy utilities or water agencies in your area offering rebates. Visit www.energystar.gov/cfsrebate_locator or contact your utility directly.
3. Assess your inventory – Do you already stock ENERGY STAR qualified or energy/water-efficient equipment?
4. Visit www.energystar.gov, www.cee1.org and www.fishnick.com to learn more about energy- and water-efficient equipment.
5. Promote ENERGY STAR and energy- and water-efficient equipment in your distributorship. ENERGY STAR can assist in developing point-of-sale (POS) and promotional materials for your distributorship.

Why are NYSERDA, ENERGY STAR, CEE, FSTC, and the food service industry so interested in promoting energy efficiency in commercial kitchens? According to FSTC, as much as 80% of the \$10 billion annual energy bill for the commercial food service sector does no useful work. Inefficient lighting, cooking and refrigeration equipment, and heating, ventilation, and air conditioning (HVAC) systems waste money, and contribute to a less comfortable working environment by generating excess heat and noise. Commercial kitchens represent a significant opportunity to reduce energy and water waste.

About NYSERDA, ENERGY STAR, CEE, and FSTC

NYSERDA is a public benefit corporation with efforts focused on energy efficiency and the environmental effects of energy consumption, the development of renewable resources, and the advancement of innovative technologies. It strives to facilitate change through the development and use of innovative technologies to improve the State of New York's energy, economic, and environmental well-being.

ENERGY STAR is a voluntary program run by the U.S. Environmental Protection Agency and Department of Energy. ENERGY STAR sets strict energy efficiency guidelines for more than 50 product categories, including commercial food service products.

CEE is a nonprofit public benefit corporation that develops initiatives for its North American members to promote the manufacture and purchase of energy-efficient products and services. CEE members include utilities, statewide and regional market transformation administrators, environmental groups, research organizations, and state energy offices in the U.S. and Canada.

FSTC develops comprehensive performance test methods and applies them to equipment submitted by end-users and manufacturers, which provides a benchmark for the energy performance of equipment used in commercial kitchens. FSTC maintains a list of qualifying energy-efficient commercial food service equipment on its Web site at www.fishnick.com/saveenergy/rebates/.

All of these groups see the opportunity and benefits of working closely with equipment distributors and the commercial food service industry because of the intensive energy and water use in kitchens. By reducing energy use and demand, while protecting the environment, all of the participating organizations meet their objectives.

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