

May 20, 2018

Chicago, Illinois



ENERGY STAR® Commercial Food Service Stakeholder Workshop Manufacturers | Utilities | Vendors | Suppliers | Consultants

Sunday, May 20, 2018 // 1:00-3:00pm (CDT) // McCormick Place, Lakeside Center, Room E258

U.S. EPA is hosting an ENERGY STAR Commercial Food Service (CFS) stakeholder workshop on Sunday, May 20, 2018 in Chicago, IL from 1:00-3:00 pm (CDT) during the National Restaurant Association (NRA) Show. Stakeholders including manufacturers, utilities, dealers, distributors, manufacturer sales representatives, and kitchen design consultants will convene to discuss strategies for leveraging the ENERGY STAR brand, tools, and partner network to influence more customers to purchase energy efficient equipment.

Based on feedback to date, we know that:

- Vendors and suppliers are interested in learning more about the structure of rebate programs from utilities and how program designs can positively impact sales.
- Utilities are looking for ways to connect to customers and vendors in their region, and better understand how to target outreach efforts.
- Utilities want to work directly with suppliers to learn about energy-saving design features and technologies.

What will I walk away with?

- **Utilities:** A better understanding of the business models used by foodservice market actors and strategies to reach the players in your region.
- **Vendors & Suppliers:** An overview of the different types of utility programs, such as downstream incentives for operators and midstream incentives for dealers. An understanding of how to find rebates in your region, and how to leverage utilities' incentive programs to impact your bottom line.

2018 ENERGY STAR® Commercial Food Service Stakeholder Workshop

Logistics

- Please RSVP using this [form](#).
- Directions from NRA Floor (North & South Halls): Room E258 is located on the 2nd floor of the Lakeside Center (over the Sky Bridge, towards the lake). Exhibitor booths are located on the 3rd floor. Walk across the Sky Bridge to the Lakeside Center. Then go down one floor (to the 2nd floor). Look for Room E258. Lost? Call 301-792-1280. Not attending NRA? Enter McCormick Place at the Lakeside Center gates.

Agenda

The ENERGY STAR Advantage for Commercial Kitchens

Commercial kitchens are one of the most energy intensive building types on a per square footage basis. Did you know that the ENERGY STAR certification is available for over 20 commercial products? Nine ENERGY STAR product categories recognize highly efficient products designed specifically for use in commercial kitchens. Outfitting a commercial kitchen with all ENERGY STAR certified equipment could save over \$5,100 a year in operating costs! But the cyan blue label is just one tool in the toolbox. This session will set the stage for the rest of the workshop with a discussion on brand value; available tools and resources; the importance of partner input throughout the specification development process; commercial food service market actors and their business models; and the nature of utility incentives.

Discussion Leads: Maureen McNamara, U.S. EPA // Adam Spitz, ICF // Carly Burke, ICF

Cookin' Up Awareness: What it Looks Like to Leverage ENERGY STAR in the CFS Marketplace

CFS industry market actors will talk about how they leverage the ENERGY STAR certification relative to their own business models. We will hear from the National Restaurant Association, a national restaurant chain, a buying group, a foodservice software product, and others!

Discussion Lead: Richard Young, Food Service Technology Center (FSTC)

Discussion Contributors: Frank Inoa, Arby's // Cathy Ellickson, PRIDE // Kevin Kochman, KCL // Jeff Clark, NRA

Industry Dialogue: Connecting Utilities and the CFS Distribution Channel through Midstream Rebates

Are you missing out? The CFS distribution network is full of opportunities for utilities, vendors, and suppliers to work together and increase sales of ENERGY STAR certified equipment. Nationally, there are over 250 rebates offered for ENERGY STAR certified commercial kitchen products. These incentives are available for market actors who are ready to take sales to the next level. ENERGY STAR hopes to facilitate an information exchange on business drivers and opportunities for utilities, vendors, and suppliers to collaborate and increase sales.

Discussion Lead: Laura Thomas, Consortium for Energy Efficiency (CEE)

Discussion Contributors: Tianna Byrtus, Puget Sound Energy // Melisa Marks, SoCalGas // Courtney Baum, DNV GL on behalf of DTE Energy

Many thanks to the North American Association of Food Equipment Manufacturers (NAFEM) for sharing its meeting room space!