

# **ENERGY STAR Commercial Food Service Webinar Series**

## **Making the Most of the ENERGY STAR Website**



**Wednesday, October 7, 2020**

## Introduction to monthly CFS Webinar Series

Webinars are an opportunity for Partners/Stakeholders:

- To hear news on the latest CFS events, activities, and initiatives at ENERGY STAR
- To learn about program engagement resources and tips
- To engage with ENERGY STAR and each other on industry topics and energy-savings
- To provide feedback on any information gaps and inform the development of new resources





## Near-term ENERGY STAR CFS activities

- Fall newsletter – October 2020
- ENERGY STAR Day – October 27, 2020
- CFS equipment calculator updates – coming soon!
- CFS utility midstream program resources – by late 2020!
- Active specification revisions:
  - Commercial Dishwasher Final Specification v3.0
  - Commercial Refrigerators and Freezers Discussion Guide v5.0
  - Commercial Ovens Draft 1 Version v3.0
- Active scoping efforts:
  - Commercial induction cooktops and ventilation
- Webinar Series
  - Next webinar Tuesday, November 10 at 4 PM ET.

## Stakeholder Breakdown

Registrations for today's webinar include:

- 18 Product Brand Owners
- 16 EEPS/Utility
- 14 Program Implementers
- 7 Dealer/Distributors
- 1 Association
- 12 Other





# Poll Question #1

Do you use ENERGY STAR's tools and resources to promote and educate your customer's on ENERGY STAR products?

- A. Yes
- B. No



**LEARN MORE AT [energystar.gov](http://energystar.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](http://www.energystar.gov).

**BENEFITS OF ENERGY STAR® CERTIFIED COMMERCIAL FOOD SERVICE (CFS) EQUIPMENT**

**Commercial Fryers**

Commercial fryers that have earned the ENERGY STAR are approximately 20 percent more energy efficient than standard models. Large vat fryers that have earned the ENERGY STAR are up to 35 percent more energy efficient than standard models. To meet the strict efficiency requirements developed by the U.S. Environmental Protection Agency's ENERGY STAR program, manufacturers use high quality components and employ innovative designs.

**Eligible Products:** Gas and electric open deep-fat fryers, including standard frypot sizes (2-12 inches and < 18 inches wide) and large vat fryers (18 to 28 inches wide). Countertop and floor type models are eligible for the ENERGY STAR.

**Ineligible Products:** Closed vat fryers and fryers with vats measuring < 12 inches wide or > 28 inches wide.

**EXAMPLES OF TECHNICAL APPROACHES TO REDUCE ENERGY CONSUMPTION**

- Advanced gas heat exchanger designs
- Advanced electrical heat transfer technologies
- Thermostats with improved accuracy
- Frypot insulation (electric only)

**EXAMPLES OF ADDITIONAL BENEFITS**

- Continuous production capacity & higher pound-per-hour production rates
- Quicker recovery, allowing for continuous production
- Improved oil conservation and management, improved ease of cleaning
- Extended product lifetime

**ESTIMATED ENERGY AND COST SAVINGS FOR ENERGY STAR CERTIFIED MODELS**

Gas Models	Electric Models
<p>Standard/Large Vat</p> <p>Annual Savings</p> <p>Save \$6/98</p> <p>Standard/Large Vat</p> <p>MWh/year</p> <p>\$4,600/\$5,200</p> <p>Standard/Large Vat</p> <p>Lifetime Savings*</p>	<p>Standard/Large Vat</p> <p>Annual Savings</p> <p>Save 1,100/1,230</p> <p>Standard/Large Vat</p> <p>kWh/year</p> <p>\$1,100/\$1,300</p> <p>Standard/Large Vat</p> <p>Lifetime Savings*</p>

\*Based on 15 year life and 6 percent discount rate. Actual savings will vary depending on use.

**Incentives available for ENERGY STAR certified fryers range from \$66-\$1,200**

Source: ENERGY STAR Commercial Food Service Incentive Guide

ENERGY STAR® Guide  
Restaurants, and Inst

## Poll Question #2

Which ENERGY STAR feature do you find is the most compelling when promoting or selling ENERGY STAR certified products?

- A. The **energy savings and environmental benefits** ENERGY STAR products offer
- B. The **utility bill cost savings** on ENERGY STAR products, including estimated annual and lifetime savings of a product
- C. The **utility rebates** available on CFS equipment to lower the initial purchasing cost
- D. The **variety of brands and models** that have earned the ENERGY STAR certification, giving customers purchasing options
- E. The **meaning and trust** in the ENERGY STAR label, and strict requirements for earning it.
- F. Other (Please enter your response)





## Poll Question #3

Which resource feature is the most helpful to you in promoting and selling ENERGY STAR certified products?

- A. Information is presented in a **concise** manner (resources that are 1-page, key points listed as bullets)
- B. **Visuals** to capture the customer's attention and demonstrate examples of ENERGY STAR products in commercial kitchens
- C. **Comparisons** between ENERGY STAR and standard models (cost savings, energy use, etc.)
- D. **Examples and testimonials** of other organizations that use ENERGY STAR certified products
- E. Other (Please enter your response)



## Webinar Outline

- CFS Landing Page Overview
- Stakeholder Resources
  - Manufacturer/Product Brand Owner
  - Dealers and Distributors
  - Utilities/Energy Efficiency Program Sponsors (EEPS)
  - Restaurant Operators/Corporate and Building Partners
- Demos on Using ENERGY STAR CFS Tools to Promote Sales
- Closing Poll Questions and Next Webinar Announcement



# CFS Landing Page Overview



## New Landing Page: [www.energystar.gov/cfs](http://www.energystar.gov/cfs)

### Commercial Food Service Equipment

ENERGY STAR certified commercial kitchen equipment helps cafe, restaurant, and institutional kitchens save energy by cutting utility and maintenance costs without sacrificing features, quality, or style. Saving energy helps save money on utility bills and protect the climate by reducing greenhouse gas emissions.

Outfitting a commercial kitchen with a suite of commercial food service equipment that has earned the ENERGY STAR could save operators about 340 MMBTU/year, or nearly \$5,300/year. [Design an Energy Efficient Restaurant or Commercial Kitchen \(PDF, 5.4 MB\)](#).



ENERGY STAR® Guide for Cafés,  
Restaurants, and Institutional Kitchens





Products



Refrigerators & Freezers



Ice Makers



Dishwashers



Ovens



Griddles



Fryers



Steam Cookers



Hot Food Holding Cabinets



Coffee Brewers



### Product Finder

Our products are certified to save energy.

Explore models



### CFS Dealer / Distributor Finder

Locate CFS dealers/distributors in your area that sell ENERGY STAR certified products.

### Rebate Finder

Our partners sponsor rebates on certified products.



## Dealer/Distributor Finder

- Features ENERGY STAR CFS dealer/distributor partners.
- Searchable by zip code to help customers find nearby dealers/distributors selling ENERGY STAR CFS equipment.
- Search yields map and storefront address, contact information, and website.

### Commercial Food Service : Dealer & Distributor Store Locator



Enter your zip code in the box below to locate dealers and distributors in your area.

- 1 Enter your zip code to see a list of nearest dealers and distributors.
- 2 Narrow the results to the product categories of interest to you.
- 3 Contact dealers and distributors via provided contact information.

Enter your zip code to begin  [FIND DEALERS & DISTRIBUTORS OF ENERGY STAR CERTIFIED PRODUCTS](#)



The links below will take you to Web sites external to the energystar.gov domain. EXIT

<https://www.energystar.gov/commercial-food-service-dealer-locator>



# Dealer/Distributor Finder at a Glance...





## Become a dealer/distributor partner

Dealers/distributors selling ENERGY STAR equipment are eligible to join as ENERGY STAR partners and to be added to the CFS dealer/distributor finder!

### How to Join?

- Submit the Partnership Agreement and Participation Form (found [here](#))
- Complete Dealer/Distributor Finder [request form](#) after becoming a partner to confirm storefront and contact information

Product Brand Owners, Energy Efficiency Program Sponsors (EEPS), and other stakeholders that work with dealers/distributors are encouraged to promote this opportunity!



## Celebrate Your Partnership on ENERGY STAR Day

Tuesday, October 27, 2020

Join us by raising awareness and offering opportunities for all food service operators to save for good with ENERGY STAR.

[See More Details](#)

[See toolkit to participate >](#)

## Attend the CFS Monthly Webinar

Tuesday, November 10, 2020  
4:00 – 5:00 PM EST

ENERGY STAR Enforcement & Compliance

[Register here](#)

[See all upcoming events >](#)

[See past event materials >](#)





## Resources

### For Manufacturers/Product Brand Owner Partners: ▼

- [How to Join as a Product Brand Owner Partner](#)
- [Third-Party Certification](#)
- [Verification Testing](#)
- [Product Specification Development Process](#)
- [Product Specification Search](#)

### For Dealer and Distributor Partners: ▶

### For Utilities/Energy Efficiency Program Sponsor Partners: ▶

### For Restaurant Operators/Corporate Building Partners: ▶



## 2020 ENERGY STAR Awards Winners

Partner of the Year

[See winner profile >](#)

Partner of the Year

[See winner profile >](#)

Excellence in Product Design

[See winner profile >](#)

### Ask the Experts

Read up on energy-efficiency topics across four pillars:  
How-to, Did you Know?, Innovation & Tech, and Q&A

[See latest CFS Post](#)

### See our Partners

Search for all ENERGY STAR Partners across  
all product categories

[See our CFS Partners](#)



## Stay Updated on Our Products

Sign up for our seasonal newsletters to stay updated on ENERGY STAR certified commercial food service products, tools and resources.

[Sign Up for the CFS Newsletter](#)

[See most recent newsletter \(PDF, 534 KB\) >](#)

[See all our past newsletters >](#)

## FAQs

### Can commercial food service dealers and distributors join the ENERGY STAR program?

Yes, commercial food service distributors can join the ENERGY STAR program as product retailers. Please visit the [Retailers Resources](#) page for information on joining, obtaining training, and promoting ENERGY STAR.

[List of commercial food service distributors that have partnered with ENERGY STAR.](#)

### Who do I contact if I spot a logo violation?

Visit the [ENERGY STAR Brand Book webpage](#) for instructions on verifying the potential logo violation and send an email to [enforcement@energystar.gov](mailto:enforcement@energystar.gov). The ENERGY STAR enforcement team will follow their process to address the violation.

### How do I apply for the ENERGY STAR awards?

Visit the [ENERGY STAR Partner of the Year Award webpage](#) for details.

## Contact Us

Email us at [CFS@energystar.gov](mailto:CFS@energystar.gov).



# Stakeholder Resources

## Manufacturer/Product Brand Owner Resources

- How to Join as a Product Brand Owner Partner
  - Find eligibility information for brand owners and manufacturers, and instructions for becoming a partner
  - Take the first steps towards partnering with ENERGY STAR by downloading and completing the Partnership Agreement and Retailer Participation Form!





## Manufacturer/Product Brand Owner Resources

- Third-Party Certification
  - Find a description of EPA's Third-Party Certification requirement applicable to all certified products
  - Download resources describing the requirements EPA-recognized certification bodies must meet
  - Learn about EPA's activities to maintain the integrity of ENERGY STAR

[https://www.energystar.gov/partner\\_resources/products\\_partner\\_resources/third\\_party\\_cert](https://www.energystar.gov/partner_resources/products_partner_resources/third_party_cert)

## Manufacturer/Product Brand Owner Resources

- Product Specification Development Process
  - Learn ENERGY STAR's product specification development process and identify key points for stakeholder involvement.



[https://www.energystar.gov/partner\\_resources/product\\_specification\\_development\\_process](https://www.energystar.gov/partner_resources/product_specification_development_process)



## Manufacturer/Product Brand Owner Resources

- Product Specification Search
  - Includes the current specification and effective date for every ENERGY STAR product category
  - Identify the status of every ENERGY STAR product category and stay up-to-date on products under specification revision

Category	Product	Status	Version	Effective Dates	Notes
Commercial Food Service Equipment					
	<a href="#">Commercial Coffee Brewers</a>	In Effect	1.1	07/08/2016	<a href="#">View the Version 1.0 Development Process</a>
	<a href="#">Commercial Dishwashers</a>	In Effect	2.0	02/01/2013	<a href="#">View the Version 3.0 Development Process</a>
	<a href="#">Commercial Fryers</a>	In Effect	3.0	10/01/2016	<a href="#">View the Version 3.0 development process.</a>
	<a href="#">Commercial Griddles</a>	In Effect	1.2	05/08/2009	<a href="#">View the Version 1.0 development process</a>

### Category

Select All

- Lighting & Fans
- Other
- Heating & Cooling
- Commercial Food Service Equipment
- Building Products
- Data Center Equipment
- Electronics and Office Equipment
- Appliances

### Product

Select All

- Exit Signs
- Decorative Light Strings
- Fans, Ceiling
- Fans, Ventilating
- Light Fixtures (Luminaires)
- Light Bulbs (Integral LED Lamps)
- Light Bulbs (CFLs)
- Lamps

### Status

Select All

- New Product Under Development
- Under Revision
- In Effect
- Available for Early Certification

Start   
E.g., Thursday, September 17, 2020

End   
E.g., Thursday, September 17, 2020

<https://www.energystar.gov/products/spec>

## Dealer/Distributor Partner Resources

- How to Join as a Dealer/Distributor Partner
  - Learn eligibility requirements and instructions for joining ENERGY STAR as a partner.
  - Take the first steps towards partnering with ENERGY STAR by downloading and completing the Partnership Agreement and Dealer/Distributor Participation Form!



[https://www.energystar.gov/partner\\_resources/join-energy-star/manufacturers-retailers/retailers-join](https://www.energystar.gov/partner_resources/join-energy-star/manufacturers-retailers/retailers-join)



## Dealer/Distributor Partner Resources

- Dealer/Distributor Toolkit
  - Develop a strong sales pitch for ENERGY STAR equipment! This toolkit summarizes the tools you need to help customers identify their ENERGY STAR product options, return on investment, energy and cost savings potential, available rebates and more!

[https://www.energystar.gov/sites/default/files/asset/document/EPA\\_ES\\_DealerDistrib\\_Toolkit\\_2017\\_v07.pdf](https://www.energystar.gov/sites/default/files/asset/document/EPA_ES_DealerDistrib_Toolkit_2017_v07.pdf)



### Selling ENERGY STAR Commercial Food Service Equipment

#### Step 1: Identify Products That Have Earned the ENERGY STAR

ENERGY STAR certification is available for nine commercial food service product categories. Click on the product categories below to view the ENERGY STAR sell sheet. These sell sheets contain facts about specifications as well as energy and water savings that you can use to promote ENERGY STAR equipment.

ENERGY STAR  
Commercial Product  
Sell Sheets

- Refrigerators & Freezers
- Dishwashers
- Steam Cookers
- Fryers
- Coffee Brewers
- Ovens
- Ice Makers
- Griddles
- Hot Food Holding Cabinets

The ENERGY STAR Product Finder will help you develop a list of certified products for your customers' specific needs. Follow these steps to determine which ENERGY STAR products are available within each product category.

#### How to Use the ENERGY STAR Product Finder:

1. Visit the [ENERGY STAR Product Finder](#).
2. Select either Commercial Food Service Equipment or one of the nine CFS product categories.
3. Review the results and if needed, filter your results further by "Type," "Brand Name," or other key product features. **Optional: Compare up to four different products.**
4. Make informed recommendations about ENERGY STAR certified products to your customer.

#### DID YOU KNOW

The **ENERGY STAR Product Finder** is a searchable online database of ENERGY STAR certified products. The Product Finder is updated daily.

#### Step 2: Determine the Customer's Return on Investment (ROI)

Provide your customer with an estimated operating cost and the potential energy and water savings achievable with ENERGY STAR certified equipment.

1. Visit the [ENERGY STAR CFS Equipment Calculator](#).
2. On the first tab titled, "INPUTS," enter where the equipment will be used (select the U.S. average or a specific state).
3. Then, enter the quantity of kitchen equipment that your customer is planning to purchase (all nine ENERGY STAR product categories are included). **Optional: Fill in the product information (e.g., racks washed per day, fuel type, operating days per year, etc.) or use the default data included in the Calculator.**

Equipment Category	Quantity	Operating Days per Year	Estimated Annual Savings
Refrigerator	1	365	\$1,200
Dishwasher	1	365	\$800
Steam Cooker	1	365	\$1,500
Fryer	1	365	\$1,000
Coffee Brewer	1	365	\$500
Oven	1	365	\$1,200
Ice Maker	1	365	\$800
Griddle	1	365	\$1,000
Hot Food Holding Cabinet	1	365	\$1,500

4. Click the link at the bottom of the tab and you will be taken to the "RESULTS SUMMARY TAB."
5. Review the results and provide your customer with the benefits of purchasing ENERGY STAR equipment: annual savings, lifetime savings, return on investment, and quality.



## Dealer/Distributor Partner Resources

- CFS equipment calculator
  - Estimate your potential energy and cost savings with this Excel-based calculator!
  - Input your location, equipment purchasing, and estimated usage amounts to compare the cost savings between standard equipment and ENERGY STAR equipment!
  - Pick and choose the equipment you are interested in! This calculator includes all 9 CFS product categories.
  - Updated version will be released this year!

<https://www.energystar.gov/buildings/facility-owners-and-managers/existing-buildings/save-energy/purchase-energy-saving-products>



## Dealer/Distributor Partner Resources

- Fact Sheet on Energy and Cost Savings
  - Includes benefits/technologies, lifetime savings, and incentive ranges for all 9 CFS product categories!
  - Includes information on ENERGY STAR products outside of CFS that are present in commercial kitchens including lighting, televisions, office equipment, heating and cooling, and more!

 **LEARN MORE AT** [energystar.gov](http://energystar.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](http://www.energystar.gov).

### Look for the ENERGY STAR and Find Savings in Your Commercial Kitchen

There are eight types of commercial food service (CFS) equipment that can earn EPA's ENERGY STAR. Certified equipment models contribute to a cleaner environment by using less energy and less water than conventional CFS models. Since most commercial kitchen equipment lasts eight years or more, maximize your savings potential by choosing ENERGY STAR when replacing your equipment.

Compared to conventional CFS equipment, ENERGY STAR certified equipment could save you the following over their lifetimes:



- PROF
- Flight type Df
- Other eligible
- Standard Frye
- Large Vat Fryi
- Griddles
- Hot Food Hold
- Ice makers
- Convection O
- Combination I
- Refrigerators
- Steam Cooke



Also sav  
Learn more

### OTHER ENERGY STAR CERTIFIED PRODUCTS

- **Lighting** — Install ENERGY STAR certified fixtures and light bulbs in your dining area and reduce energy consumption by **70-90 percent** and heat output by **75 percent**. ENERGY STAR certified lighting also lasts **10-25 times longer** than incandescent lighting.
- **Televisions** — Turn your TVs green, even the big screens, by selecting ENERGY STAR certified televisions.
- **Audio/Video (A/V) Products** — Outfit the rest of your restaurant's entertainment system with ENERGY STAR certified A/V products, which include DVD and Blu-Ray disc players, receivers, amplifiers, and speakers.
- **Office equipment** — An office equipped with a desktop computer, LCD monitor, and multifunction device that have all earned the ENERGY STAR, and have power management enabled, can **save up to \$260** over the life of the products.
- **Heating and Cooling** — To save additional money in your restaurant, look for the ENERGY STAR for bathroom (ventilating) fans as well as heating, ventilation, and cooling (HVAC) units.
  - Ventilating fans: ENERGY STAR models use **50 percent less** energy than standard models.
  - HVAC: **save over \$115** on your annual utility bill.

For additional information, please visit the ENERGY STAR Web site at: [www.energystar.gov/products](http://www.energystar.gov/products) and [www.energystar.gov/cfs](http://www.energystar.gov/cfs)

ENERGY STAR would like to thank the PG&E Food Service Technology Center (FSTC) for their assistance with this fact sheet and for the use of their equipment images. The PG&E FSTC program is funded by CA ratepayers under the auspices of the California Public Utilities Commission (CPUC) Energy Efficiency Program. Learn more at: [www.fishnick.com](http://www.fishnick.com).

**fishnick**

**Did You Know?**

The annual cost to operate a single gas (or electric) fryer is often more than the annual gas (or electric) bill of an average U.S. house!




Join hundreds of other restaurants and work with ENERGY STAR to take part in the energy efficiency revolution: [www.energystar.gov/restaurants](http://www.energystar.gov/restaurants)



# Utility/Energy Efficiency Program Sponsor Resources

- Design a Commercial Food Service Incentive Program
  - Learn about the CFS industry, including supply channel actors, tips for engaging, and industry challenges
  - Identify best practices for designing, implementing, and marketing a CFS incentive program, with examples from other programs

[https://www.energystar.gov/ia/partners/univ/download/CFS\\_Program\\_Administrator\\_Guide\\_for\\_Uilities.pdf](https://www.energystar.gov/ia/partners/univ/download/CFS_Program_Administrator_Guide_for_Uilities.pdf)



The U.S. Environmental Protection Agency (EPA) is providing this guide to introduce energy efficiency program sponsors to ENERGY STAR offerings for commercial kitchens and to share best practices for program design, implementation, and evaluation based on the experiences of other Commercial Food Service programs throughout the United States.

#### WHY COMMERCIAL KI

Restaurants use about 5 to 7 ti buildings, and retail stores and per square foot. Energy efficient in operating costs by reducing ENERGY STAR certified equip or comfort—all while making s

#### DELIVERING SOLUTION

Promoting the installation of er comprehensive energy efficien delivers meaningful financial b expense for the CFS industry, j service restaurants, were betw operators may be increasingly) reducing related utility bills.

ENERGY STAR certification cur commercial hot food holding cs freezers, fryers, steam cookers ovens), griddles, and dishwash savings of 10 to 70 percent ove category. Three of the product and steam cookers—also offer: certified connectionless steam consumption compared to stan and \$1100 annually. ENERGY S platform for promoting greater Results from two ENERGY STA

- California's four investor-ow Edison SCE), Southern Calif coordinated statewide ince kilowatt-hours (kWh) and an
- The Energy Trust of Oregon's 190,000 therms by partneri

#### PROGRAM DESIGN AND IMPLEMENTATION

A key factor in effective program design is understanding the market barriers to greater adoption of energy-efficient equipment and developing strategies to overcome these barriers. Common barriers in the CFS market include:

- **Hard-to-reach market**—The CFS market is highly fragmented, with a diverse array of equipment supply channels and end use sectors.
- **Lack of readily available supply**—CFS equipment suppliers typically compete on low prices and therefore may stock only a limited supply of energy-efficient products. This barrier is compounded by customers who make short-term purchasing decisions due to the need to replace equipment quickly when it fails.
- **Incremental costs**—ENERGY STAR certified CFS equipment is generally more expensive than standard equipment and can cost significantly more than refurbished models sold in the used equipment market.
- **Lack of knowledge**—Equipment suppliers and end users might not be aware of energy-efficient products, might have misperceptions about tradeoffs between energy efficiency and performance, or both.

The following sections describe the CFS equipment market in further detail and discuss program strategies for addressing the key barriers listed above.

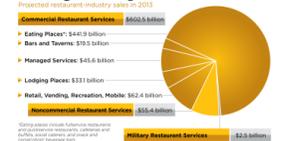
#### Understanding and Engaging the CFS Market

Food service establishments include commercial and noncommercial entities and diverse business sectors. According to the National Restaurant Association (NRA)'s 2013 Restaurant Industry Forecast, total restaurant-and-food-service sales are projected to be \$660.5 billion for 2013. Commercial establishments (including full-service restaurants, QSRs, cafeterias, caterers, bars and taverns, lodging facilities, and retail stores) make up \$602.5 billion or 91.2 percent while noncommercial restaurant services make up about \$55.4 billion or 8.4 percent. Military restaurant services make up the remaining \$2.5 billion.<sup>1</sup>

In addition to the diverse business sectors that comprise the food service industry, the CFS equipment market is complicated by multiple equipment distribution channels including:

- Dealers that sell CFS equipment directly to individual restaurants, but may also handle contracts with larger restaurant chains and other institutions.
- Distributors that primarily supply bulk quantities of equipment to dealers and sell commodity equipment (e.g., ice machines, counter-top fryers) directly to end users.
- Manufacturers that sell through representatives (reps) and also sell directly to large end users such as national restaurant chains.

#### Adding It All Up: \$660.5 billion



Source: National Restaurant Association 2013 Restaurant Industry Forecast

- Consultants that assist in designing new or renovating existing commercial kitchens, typically working with restaurant chains, hotels, hospitals, and universities.

(Additional information on supply channel actors and strategies for influencing them can be found in the text box on page 3.)

Due to the complexity of the CFS market and potential for widespread variability between service territories, program administrators should consider conducting a market assessment to:

- 1) Understand the major sectors and primary distribution channels influencing the CFS equipment market in their service territory.
- 2) Develop estimates of likely program uptake for each sector taking into account the uniqueness of each sector (e.g., while restaurants are often the largest segment, they are often the hardest segment to influence), and
- 3) Establish program baseline conditions (e.g., determine the current market share for an efficient product and the best estimate of market share over time absent a program).

#### ITW Food Equipment Group

ENERGY STAR Award Winner ITW Food Equipment Group (ITW FEQ)—the parent organization of independent companies such as Hobart, Stero, Vulcan, Traulsen, and Wittco—understands the importance of supporting customers in their drive to cut costs and consume fewer resources. ITW has responded by certifying more than 80 percent of its product line as of 2012. Through its partnership with EPA, ITW highlights the high efficiency and low water consumption of its products that have earned the ENERGY STAR. ITW has integrated energy management education and ENERGY STAR messaging into sales force and employee training, and encourages the promotion of ENERGY STAR certified products to end users, dealers, and consultants.



## Restaurant Operator/Corporate and Building Partner Resources

- CFS Success Stories
  - Learn how other organizations are incorporating ENERGY STAR certified commercial kitchen equipment into their facilities and the savings they have achieved!
  - Read case studies from Arby's, Red Robin, Austin Public Schools, and more!
  - Do you use ENERGY STAR certified equipment in your kitchen? Does your organization sell and promote ENERGY STAR certified equipment? Have you implemented a successful ENERGY STAR commercial kitchen equipment program? EPA would like to highlight your commitment to energy efficiency and the environment by sharing your story. Email us at [CFS@energystar.gov](mailto:CFS@energystar.gov)!
  - Do you know an operator, utility, or dealer who has a great story to tell? Let them know about this recognition opportunity.



[https://www.energystar.gov/products/commercial\\_food\\_service\\_equipment/success\\_stories](https://www.energystar.gov/products/commercial_food_service_equipment/success_stories)

## Restaurant Operator/Corporate and Building Partner Resources

- ENERGY STAR Opportunities for Small Businesses
  - Learn partner opportunities for small businesses
  - Download the Action Workbook for Small Business
  - Learn how to use ENERGY STAR's free energy and water tracking tool, Portfolio Manager!
  - Download resources to share with your employees to increase their environmental awareness



<https://www.energystar.gov/buildings/facility-owners-and-managers/small-biz>

## Restaurant Operator/Corporate and Building Partner Resources

- ENERGY STAR opportunities for grocery and convenience stores
  - Learn how to profile your store's energy use
  - Identify highest energy use equipment categories in grocery and convenience stores and behaviors for lowering their energy use



<https://www.energystar.gov/buildings/facility-owners-and-managers/small-biz/grocery-and-convenience-stores>



## Restaurant Operator/Corporate and Building Partner Resources

- Purchase Energy Savings Products
  - Highlights steps for commercial buildings to begin their energy savings journey and continue their long-term commitment to energy efficiency.
  - Includes information on modifying your organization's procurement language, tips for educating your vendors and personnel, choosing ENERGY STAR products to purchase, and estimating your potential savings by using an ENERGY STAR equipment calculator!

<https://www.energystar.gov/buildings/facility-owners-and-managers/existing-buildings/save-energy/purchase-energy-saving-products>



# Demos on Using ENERGY STAR CFS Tools to Promote Sales



# CFS Product Sell Sheets



LEARN MORE AT [energystar.gov](http://energystar.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 [energystar.gov](http://energystar.gov).

## BENEFITS OF ENERGY STAR CERTIFIED COMMERCIAL FOOD SERVICE (CFS) EQUIPMENT

### Commercial Ice Makers

Commercial ice makers that have earned the ENERGY STAR are approximately **12 percent more energy efficient** and **14 percent more water efficient** than standard models. Certified batch-type ice makers are **11 percent more energy efficient** and **25 percent more water efficient**. Certified continuous-type ice makers are **20 percent more energy efficient** and **5 percent more water efficient**.

**Eligible Products:** Air-cooled batch-type and continuous-type (i.e., flake and nugget) ice makers. Designs include ice-making head units, self-contained units, and remote condensing units (RCUs). Air-cooled RCUs designed for connection to remote rack compressors that are alternately sold with a dedicated RCU.

**Ineligible Products:** Water-cooled ice makers; ice and water dispensing systems; air-cooled RCUs that are designed only for connection to remote rack compressors.

#### EXAMPLES OF TECHNICAL APPROACHES TO REDUCE ENERGY AND WATER CONSUMPTION

- Higher efficiency compressors, fan motors, and water pumps
- Variable speed auger motor (continuous-type only)
- Increased air-cooled condenser surface area
- Improved evaporator insulation
- Harvest-assist devices
- Tighter tolerance water valves

#### EXAMPLES OF ADDITIONAL BENEFITS

- Quicker ice harvesting
- Extended product lifetime
- Connected functionality
- Low-global warming potential refrigerants

## ESTIMATED ENERGY AND COST SAVINGS FOR ENERGY STAR CERTIFIED MODELS

### Batch-type Machines

\$125 Annual Savings
1,200 kWh/year Annual Savings
\$905 Lifetime Savings*



### Continuous-type Machines

\$185 Annual Savings
1,800 kWh/year Annual Savings
\$1,345 Lifetime Savings*

Certified batch-type machines can save an additional \$55 per year and 6,000 gallons per year (when compared to standard models) due to reduced water usage.

\*The estimated savings reflects an 8 year life and 4 percent discount rate. Actual savings will vary depending on use.

Incentives available for ENERGY STAR certified ice makers range from

**\$30-\$700**

Source: ENERGY STAR Rebate Finder



## CFS Equipment Calculator

- Estimate your potential energy and cost savings with this Excel-based calculator!
- Input your location, equipment purchasing, and estimated usage amounts to compare the cost savings between standard equipment and ENERGY STAR equipment!
- Pick and choose the equipment you are interested in! This calculator includes all 9 CFS product categories.
- Updated version will be released this year!



## Closing Poll Question #1

- Were you aware of the CFS calculator before today's webinar?
  - A. Yes
  - B. No



## Closing Poll Question #2

- How frequently do you use ENERGY STAR's CFS equipment calculator?
  - A. Daily
  - B. Weekly
  - C. Monthly
  - D. Annually
  - E. Never



## Closing Poll Question #3

- What is the primary use for this calculator?
  - A. Informing Technical Reference Manuals (TRMs) for incentive measures.
  - B. Determining per unit savings potential.
  - C. Justifying ENERGY STAR purchase over conventional.
  - D. Other (Please enter your response)



## Closing Poll Question #4

- Which utility rebate feature would be most helpful to you in the CFS calculator?
  - A. Scroll-down option to select state or utility to view rebate offerings and amount.
  - B. General “look-up” tool for all rebates for CFS, not just individual categories.
  - C. I would not be interested in this feature.
  - D. Other (Please enter your response)

## Save the Date for the Next Webinar!

- ENERGY STAR Enforcement and Compliance
  - Tuesday November 10, at 4 PM ET.
- Topics that will be covered include:
  - Explore different roles and teams within the ENERGY STAR program, including the enforcement team, and how stakeholders can effectively use these resources!
  - Review ENERGY STAR's logo and brand guidelines and how they are enforced.

Mass mailer with registration link will be sent soon! Email [cfs@energystar.gov](mailto:cfs@energystar.gov) to confirm you are on the distribution list!



# Thank you for participating!



Email [cfs@energystar.gov](mailto:cfs@energystar.gov) if you have any questions, comments, or to be added to the CFS distribution list.