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
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

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).
CFS Dealer / Distributor Finder
Locate CFS dealers/distributors in your area that sell ENERGY STAR certified products.

Zip code
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

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.

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 food with ENERGY STAR.

See More Details

See toolkit to participate >

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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**
- Howe
- Continental
- True

**Excellence in Product Design**

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**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

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**See our Partners**
Search for all ENERGY STAR Partners across all product categories

See our CFS Partners
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. 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.
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!

https://www.energystar.gov/partner_resources/join-energy-star/manufacturers-retailers/manufacturers-join
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
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
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

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!

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!

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!

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!

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

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!
  - 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
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

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!

Demos on Using ENERGY STAR CFS Tools to Promote Sales
CFS Product Sell Sheets

BEENEFITS 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 29 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 water motor (continuous type only)
Increased air-cooled condenser surface area
Improved evaporator insulation
Return water 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

$875 Lifetime Savings*

Continuous-type Machines

$165 Annual Savings

1,000 kWh/year Annual Savings

$725 Lifetime Savings*

Certified batch-type machines can save an additional $5 per year and 6,000 gallons per year (when compared to standard models) due to reduced water usage.

*The estimated savings reflects 5% duty cycle and 100% discount rate. Actual savings will vary depending on use.

Incentives available for ENERGY STAR certified ice makers range from $30–$700

Source: ENERGY STAR Verification of Savings
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 to confirm you are on the distribution list!
Thank you for participating!

Email cfs@energystar.gov if you have any questions, comments, or to be added to the CFS distribution list.