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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460



OFFICE OF AIR AND  
RADIATION

Dear ENERGY STAR® Commercial Food Service (CFS) Stakeholders:

With this notification, the U.S. Environmental Protection Agency (EPA) would like to announce that the ENERGY STAR CFS team will be in attendance at the National Restaurant Association (NRA) Show which will be held May 18-21, 2019 in Chicago, IL. Registration and additional information can be found on the [NRA website](#).

As in 2018, EPA will be facilitating an ENERGY STAR CFS Workshop on Monday, May 20, 2019, from 1:30-3:30 PM CDT at McCormick Place in Room E258 (on the Lakeside end of the convention center). The midstream incentive model has proven to be very successful for multiple products within and beyond the CFS market contributing to increases in energy savings, dealer participation, and unit sales of ENERGY STAR certified products. This workshop will be an opportunity to highlight midstream utility incentive programs for CFS equipment and to hear from different market stakeholders on program best practices, benefits, and challenges. Participants will discuss strategies to optimize their midstream program design and understand how to effectively leverage existing midstream programs.

**Based on feedback to date, we know that:**

- Multiple utilities around the country have had tremendous success with midstream incentive programs reporting increases in customer participation and higher energy savings
- Dealers and distributors are looking for ways to become engaged with midstream incentive programs for CFS
- ENERGY STAR wants to maintain an active role in keeping CFS stakeholders engaged with one another beyond the annual ENERGY STAR CFS Workshop

**What will I walk away with?**

- Utilities: A better understanding of successful midstream CFS models and ways to overcome common barriers
- Dealers/Distributors: An overview of the midstream program design and how to effectively leverage associated bonuses, increased sales of higher ticket items, and more
- Operators, Sales Reps and Design Consultants: Comprehension of how to easily leverage available dollar savings, offsetting the investment costs of energy and water efficient CFS equipment
- Manufacturers: Understanding of how to leverage midstream programs to highlight energy and water efficient products and the benefits of building relationships with incentive programs

Please remember to bring business cards and marketing materials, as this will be a great opportunity for networking. We hope you will join us at the 2019 ENERGY STAR CFS Stakeholder Workshop!

Agenda-at-a-Glance:

- Building the Midstream Recipe: Optimizing Roles in the Market
- Now We're Cooking!: Midstream Success Stories
- It All Boils Down To...: Next Steps in the Midstream Market

Details:

- This free session, co-located with the NRA Show, will be held from 1:30-3:30 PM CDT on Monday, May 20, 2019 at the McCormick Center in Chicago, Illinois.

Resources:

- To RSVP, click [here](#).
- Please reach out to Linnea Hofstrom at [Linnea.Hofstrom@icf.com](mailto:Linnea.Hofstrom@icf.com) or [commercialfoodservice@energystar.gov](mailto:commercialfoodservice@energystar.gov) with any questions.
- Additional content including a more detailed agenda and presentations can be found [here](#).

For more information, visit: [www.energystar.gov](http://www.energystar.gov)

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