



# ENERGY STAR® Dealer & Distributor Toolkit

The simple choice for energy efficiency.



## 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](#) (look for the calculator icon)
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. **Optional: Fill in the product information (e.g., operating hours, number of doors, etc.) or use the grayed out default data included in the Calculator.**
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, payback period, and quality.

#### Inputs for ENERGY STAR CFS Savings Calculator



Visit [www.energystar.gov/retailer-finder](http://www.energystar.gov/retailer-finder) to find utility incentives for these products. Enter the results in the optional "utility incentive" fields below.

##### Step 1: Utility Rate Information.

Equipment Location	<input type="text" value="U.S. average"/>	
Electric rate (\$/kWh)	<input type="text" value="\$0.1048"/>	U.S. average commercial rates are \$0.1048/kWh, \$0.7459/therm, \$11/thousand gallons.
Gas rate (\$/therm)	<input type="text" value="\$0.7480"/>	If you know your own rates, enter them here.
Water rate (\$/thousand gallons)	<input type="text" value="\$11.00"/>	

Step 2: Enter ENERGY STAR CFS equipment to compare against the standard equivalent. You may use the defaults or enter your own product information.

Dishwasher		Quantity	Racks washed per day	Building hot water fuel type	Booster water heater fuel type	Operating days per year	Additional cost per unit for ENERGY STAR model	Optional utility incentive amount
Low Temperature	Under Counter	0						
	Stationary Single Tank Door	0						
	Single Tank Conveyor	0						
High Temperature	Multi Tank Conveyor	0						
	Under Counter	0						
	Stationary Single Tank Door	0						
Pot, Pan, and Utensil	Single Tank Conveyor	0						
	Multi Tank Conveyor	0						
	Pot, Pan, and Utensil	0						

  

Freezer		Quantity	Number of Doors	Volume associated with door (cubic feet)	Unit Energy Consumption (kWh/day)	Additional cost per unit for ENERGY STAR model	Optional utility incentive amount
Vertical	Solid Door	0					
	Transparent Door	0					
Horizontal	Solid Door	0					
	Transparent Door	0					

### Step 3: Identify Additional Cost Savings for the Customer via Rebates

Customers can save an additional \$25–\$5,800 with utility rebates.

To find out which ENERGY STAR rebates are offered in your customer’s region, follow these steps:

1. Visit the [ENERGY STAR Rebate Finder](#).
2. Enter your customer’s zip code into the box to find rebates specific to their region or leave it empty to see all rebates offered. **Note:** ENERGY STAR recommends you search for rebates by the final installation location of the equipment, rather than the purchase location, if they are different.
3. On the next webpage, filter the incentive offerings by selecting a product category on the left-hand side. If you entered in a zip code, the only product categories that will be displayed on the left-hand side are those that have utility incentives in the specified area.
4. Once selected, you will see a list of the incentives offered for the specified product category. **Note:** If your utility program is not listed, ENERGY STAR encourages you to contact your utility directly.
5. In addition to sharing the annual and lifetime energy and cost savings that your customer will receive by investing in ENERGY STAR equipment, providing them with a personalized rebate offer might seal the deal!

#### ENERGY STAR Rebate Finder



#### INDUSTRY TIP

Questions on rebates or how to apply? Contact your utility for more information. You can also visit [ENERGY STAR’s DIME Tool](#) to locate utility contact information or [DSIRE](#) for a list of all utility rebates in your state.

### Step 4: Looking for More Information on Each Product?

Click on the ENERGY STAR product categories below to visit the product category-specific webpage.

#### ENERGY STAR Commercial Products

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

### Step 5: Package the ENERGY STAR CFS Product(s) Quote, Savings, and Incentive Information

Compile the ENERGY STAR information gathered from the above steps, and share it with your customer. Explain how ENERGY STAR certified equipment will reduce your customer’s energy use and utility bill. Customers have grown to expect and place value on energy efficiency.