

# Why Efficiency Matters: The Story of Arby's and ENERGY STAR®

The simple choice for energy efficiency.



## The Commitment to Energy Savings

Arby's Restaurant Group, Inc., is one of the largest and most recognized quick-service restaurants in the nation. It serves more than 400 million guests per year across nearly 3,300 individual locations. As a growing percentage of consumers show interest in businesses committed to sustainable practices, the Atlanta-based company is seizing opportunities to save money and energy, while striving to ensure guests understand its commitment to environmental stewardship. There are many reasons for making the commitment to energy savings, but as John Bowie, Arby's Restaurant Group's chief operating officer, said, "We're really 3,300 neighborhood businesses determined to make a difference in the communities we serve."

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— John Bowie, Arby's COO

## Arby's Focus on Sustainability: Efficiency Matters

**How did a quick-service chain incorporate energy management into its corporate strategy and, in doing so, increase its bottom line?** Arby's integrated energy efficiency into its brand reinvigoration and emphasized resource conservation in its overall brand identity. When Arby's launched the PurposeFULL Corporate Social Responsibility Platform in 2012, it included a resource management pillar, ResourceFULL. This pillar signified a corporatwide commitment to energy efficiency and the environment through Arby's Efficiency Matters program. The goal of Efficiency Matters was to achieve 15 percent energy savings per company-owned restaurant by 2015, as compared to the 2011 baseline. Arby's exceeded this goal, meeting energy savings of 15.2 percent.

Arby's PurposeFULL Platform is built on four pillars:			
YouthFULL®	SkillFULL®	ResourceFULL®	FlavorFULL®
We believe in supporting a meaningful, shared cause: Empowering Our Youth.	We have a winning culture and both inspire and assist our team members and franchise organizations to achieve their best.	We are good stewards of the environment and strive to be a green and responsible company.	We serve quality, Fast Crafted® food and earn the trust of our guests by following the highest standards in the food industry.

Source: Arby's Corporate Social Responsibility Report, 2016

# Saving with ENERGY STAR

One approach Arby's adopted under its ResourceFULL commitment was the procurement of energy-efficient and cost-effective equipment. Arby's encouraged employees to incorporate energy efficiency into operations and decision-making processes.

ENERGY STAR certified commercial food service equipment cut Arby's energy costs while protecting the environment and reducing greenhouse gas emissions. By using ENERGY STAR certified equipment, Arby's saved energy and money while continuing to deliver the quality that customers expect. For example, ENERGY STAR certified gas fryers can save up to \$390 in energy costs each year. Arby's replaced over 300 fryers with ENERGY STAR certified fryers in 2016. **Based on EPA energy savings estimates, that translates to roughly \$117,000 in energy savings in 2016 alone.**

In addition to retrofitting existing locations with ENERGY STAR certified fryers, Arby's new restaurants now feature ENERGY STAR certified refrigeration equipment, which are, on average, 40 percent more energy efficient than standard models.

ENERGY STAR Product	Lifetime Cost Savings	Annual Cost Savings	Annual Energy Savings
Commercial Fryers – Gas*	\$4,640 (standard vat) and \$4,600 (large vat)	\$400 (standard vat) and \$390 (large vat)	50 MBTU (standard vat) and 58 MBTU (large vat)
Commercial Fryers – Electric*	\$2,500+ (standard vat) and \$1,870 (large vat)	\$245 (standard vat) and \$180 (large vat)	2,390 kWh (standard vat) and 1,790 kWh (large vat)
Commercial Refrigerators**	\$300 – \$420 (solid door – glass door)	\$30 – \$40 (solid door – glass door)	285 kWh – 400 kWh (solid door – glass door)
Commercial Freezers**	\$540 – \$945 (solid door – glass door)	\$50 – \$90 (solid door – glass door)	500 kWh – 900 kWh (solid door – glass door)

\*ENERGY STAR calculated savings for commercial fryers, as compared to similar non-ENERGY STAR models.

\*\*ENERGY STAR calculated savings for commercial solid door and glass door refrigerators and freezers, as compared to similar non-ENERGY STAR models.

Source: U.S. EPA, 2017

## Beyond the Basics

Arby's deployed a unique management system to track energy usage data for its HVAC systems. The system provides an overview of equipment performance and helps operators identify opportunities to increase or maintain energy performance. Arby's expanded this system to monitor other areas of their restaurants, including walk-in and reach-in refrigeration, irrigation, and cooking platforms. In addition, Arby's locations now use ENERGY STAR certified light commercial air conditioners, which are estimated to reduce energy usage by nearly 10 percent.

Looking broadly at resource conservation, Arby's realized that lawn irrigation accounted for over 40 percent of its total water consumption. Arby's launched a geographically targeted program across 85 restaurants and installed EPA's WaterSense-labeled irrigation controllers. Arby's saved 7.4 million gallons of water over 6 months — that's enough water to fill 11 Olympic-size pools. Arby's is currently expanding adoption of WaterSense irrigation controllers to cover a total of 196 restaurants, specifically focusing on areas where water consumption is high, and water and sewer costs continue to increase. Overall, the program resulted in over 25 percent water usage reduction for Arby's.

## Craving More?

- ENERGY STAR CFS Website: [www.energystar.gov/cfs](http://www.energystar.gov/cfs)
- ENERGY STAR CFS Savings Calculator: [www.energystar.gov/cfs](http://www.energystar.gov/cfs)
- ENERGY STAR Rebate Finder: [www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder)
- ENERGY STAR Product Finder: [www.energystar.gov/productfinder](http://www.energystar.gov/productfinder)
- ENERGY STAR Specification Search: [www.energystar.gov/specifications](http://www.energystar.gov/specifications)
- EPA's WaterSense Program: [www3.epa.gov/watersense/commercial](http://www3.epa.gov/watersense/commercial)
- Arby's ResourceFULL Corporate Social Responsibility Program: [www.arbys.com/purposefull#resourcefull](http://www.arbys.com/purposefull#resourcefull)

For more information, visit [www.energystar.gov/cfs](http://www.energystar.gov/cfs) or email EPA's ENERGY STAR Commercial Food Service Program at [commercialfoodservice@energystar.gov](mailto:commercialfoodservice@energystar.gov).

Arby's restaurant images courtesy of Arby's Restaurant Group, Inc.