



ENERGY STAR® Commercial Food Service Program

A Program Overview

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ICF International

Supporting EPA's ENERGY STAR program



Learn more at energystar.gov

Overview: Hope to Answer the Following Questions



- What is ENERGY STAR?
- What are ENERGY STAR's guiding principles for spec development?
- What are the upcoming ENERGY STAR commercial food service (CFS) specifications?
- What is ENERGY STAR for utilities?
- Who are ENERGY STAR's stakeholders?
- What marketing and outreach support can ENERGY STAR offer its partners?
- How does ENERGY STAR promote utility partners' incentive programs?



What is ENERGY STAR?



- **Program description:** Voluntary federal program from U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE) that helps consumers and businesses save energy, save money and preserve the environment.
- **Mission:** market transformation through simplified branding of energy-efficient products and buildings (specification development).
- **Funding:** Federal government.
- **Successes:** In 2007, Americans purchased enough ENERGY STAR products to avoid greenhouse gas emissions equivalent to the emissions from 27 million cars and saved \$16 billion on utility bills.



What are ENERGY STAR's Guiding Principles for Spec Development?



EPA and DOE consider the following:

- Approximately 25% of available models can obtain the ENERGY STAR.
- Significant energy savings will be realized on a national basis.
- Consumers can recover cost difference within five years.
- Specifications do not unjustly favor any one technology.
- Labeling will effectively differentiate products to purchasers.
- Product energy consumption and performance can be:
 - Measured and verified with testing.
 - Maintained or enhanced.



Upcoming ENERGY STAR Specification Development Activities?



Glass Door Refrigerators
*Commercial Refrigeration Spec V2.0
Effective 2009*



Griddles
Draft 2 Release Soon



Ovens
*Comment Period
Open for Draft 1*



Flake and Nugget Ice Machines
*Dependent on development of
ARI certification program
Initiate 2009*



Large Vat Fryers
*Depending on Resources
2009-2010*



Low-Flow Pre-Rinse Spray
Valves
Work will begin 2009



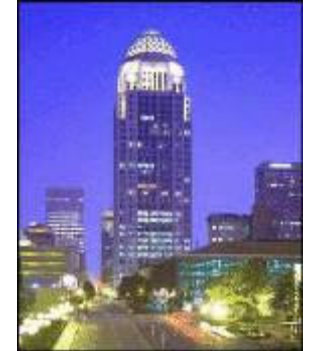


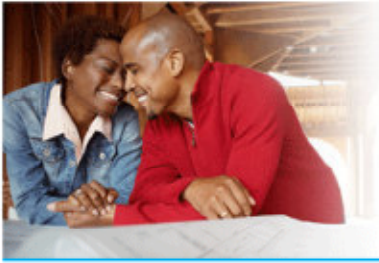
What is ENERGY STAR for Utilities? A Portfolio of Strategic Investments



Utilities can define, educate, and promote cost-effective energy savings through a single designation: ENERGY STAR

- Residential initiatives
- Commercial initiatives
- Product specification
 - Commercial Food Service program
- Energy Efficiency Program Sponsors
 - Utilities can join as partners





Who are ENERGY STAR's stakeholders?



- ENERGY STAR works to engage all key players within the food service distribution channel.



- CFS product manufacturers (ENERGY STAR CFS partners)
- AutoQuotes
- National Restaurant Association
- CFS dealer associations
- Quick-service restaurants
- Green Seal (enviro. certification)
- FSTC



- Partnering with utilities to promote energy efficiency



- Demand-side management beyond CFS: homes, lighting, etc.



What Marketing & Outreach Support Does ENERGY STAR Offer Its Partners?



- Utilities can leverage ENERGY STAR to help develop marketing materials for energy-efficiency efforts

Promote CFS incentives

Creative ways of promoting efforts

Public service announcements



We're doing our part
By running our facilities more efficiently and investing in energy-efficient equipment...

As a partner with the U.S. Environmental Protection Agency's ENERGY STAR program, we're committed to protecting the environment through energy efficiency. This year, ENERGY STAR partners and consumers will prevent the greenhouse gas emissions equivalent to 18 million automobiles by using less energy. www.energystar.gov



We at Hilton are proud to partner with ENERGY STAR and do our part to improve the environment. At Hilton, our combined efforts to save energy in 2003 were equivalent to removing over 4,000 cars from the road or planting 5,540 acres of trees. By working together as a team, we will continue to serve as stewards of the environment, and leaders in the industry.

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.

LEARN MORE AT energystar.gov

Kessenich's Food Service Equipment Distributor Leverages Energy Efficiency Program to Reach Profit Goals

focus on energy
The power is with you.

Kessenich's Ltd., a food service equipment distributor based in Madison, Wisconsin, has turned the promotion of ENERGY STAR qualified commercial food service (CFS) equipment into a highly successful business strategy. Like any good business strategy, Kessenich's current promotion of energy-efficient CFS equipment has increased total profits and enhanced the company's reputation for excellent customer service. Kessenich's business strategy also has the benefit of helping customers increase the environmental sustainability of their commercial kitchens by selling them ENERGY STAR qualified CFS equipment. This strategy has not only raised Kessenich's visibility in the marketplace, but also significantly augmented sales, resulting in nearly a 60 percent sales increase of ENERGY STAR qualified CFS equipment in one year.

A key element of Kessenich's business strategy was partnering with Wisconsin's energy efficiency and renewable energy initiative Focus on Energy. Focus on Energy offers a wide range of incentives for ENERGY STAR qualified CFS equipment, as well as other energy efficiency solutions for commercial kitchens. In 2006, Kessenich's management teamed with an energy advisor from Focus on Energy to leverage shared interests in cutting costs and energy use in commercial kitchens. This relationship became the basis of Kessenich's fruitful business strategy promoting energy-efficient equipment.

To maximize the benefits of this partnership, Kessenich's employed a number of internal strategies to increase profits and help sell energy-efficient equipment. Some of those key steps to success include:

- Educating staff on energy-efficient equipment benefits and available incentives.
- Educating customers on the cost-saving benefits of ENERGY STAR qualified and energy-efficient CFS equipment, which included placing signage on the showroom floor highlighting Focus on Energy incentives.
- Taking steps to make the incentive application process easier for their customers.

Expanding staff expertise beyond equipment to include other energy-saving opportunities for commercial kitchens (e.g., lighting), and sharing this information with customers.

Another key element of Kessenich's business strategy was providing sales staff with the tools, information, and education needed to effectively sell energy-efficient equipment. Two staff members researched and created a master book that provided important information for the entire sales process. This book included information about equipment models eligible for Focus on Energy incentives, as well as comparisons of quality, performance, and energy savings between energy-efficient and standard equipment models.

The master book was supplemented with information and links to the ENERGY STAR and Focus on Energy online calculators to help estimate the monetary savings achieved with energy-efficient CFS equipment. Kessenich's sales staff was then trained on this information, notified of the available sales tools.

Kessenich's Al Augustinis with an ice machine displaying rebates and energy efficiency signage.

Case studies posted on Web site

ENERGY STAR Commercial Food Service Equipment: Ice Machines

ENERGY STAR qualified commercial ice machines offer businesses a great opportunity to save energy, water and money. Each unit uses significantly less energy and water than standard models, helping to cut operating costs 24 hours a day, 365 days a year.

ENERGY SAVINGS BENEFITS

- Commercial ice machines that have earned the ENERGY STAR are approximately 15 percent more energy efficient than standard models.
- Each ENERGY STAR qualified commercial ice machine can save approximately 1,200 kilowatt-hours (kWh) per year, or more than \$100 per year on utility bills.

WATER SAVINGS BENEFITS

- On average, ENERGY STAR qualified ice machines use 10 percent less water than standard models.
- Each ENERGY STAR qualified ice machine can reduce water usage by nearly 2,800 gallons per year.

QUALITY BENEFITS

- To meet ENERGY STAR standards, many qualified models possess better-designed refrigeration system components that require less maintenance and extend the equipment's longevity.

LIFECYCLE SAVINGS

- An ENERGY STAR qualified commercial ice machine can save more than \$450 in utility bills (energy and water) over the equipment's lifetime.

LEARN MORE

To learn more about energy efficiency incentives for the food service industry, call Focus on Energy at 800.762.7077, or visit our Web site at focusonenergy.com/foodserviceincentives.

FOCUS ON ENERGY INCENTIVES

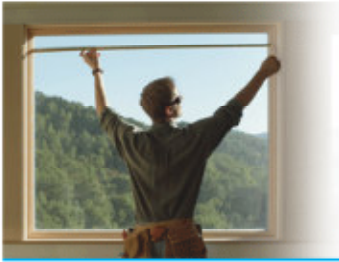
ENERGY STAR Qualified Ice Machines:

\$150-\$500 Rebate

focus on energy
The power is with you.

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How Does ENERGY STAR Promote Utility Partners' Incentives?



- ENERGY STAR Rebate Finder on Web site.
- Annual program guide list CFS incentives found around the U.S. and document is distributed to all interested organizations.
- Presentations, webinars, and general outreach.

Rebate Finder available at www.energystar.gov/cfs

2008 ENERGY STAR® Commercial Food Service Program Guide

The 2008 ENERGY STAR Commercial Food Service (CFS) Program Guide provides an overview of select utility-sponsored programs for ENERGY STAR qualified CFS equipment (fryers, hot food holding cabinets, solid door refrigerators and freezers, ice machines, dishwashers, and steam cookers). This guide provides information about incentives, marketing activities, contact information, and other relevant details for programs sponsored by ENERGY STAR partner utilities and program sponsors. On an as-needed basis, as programs change and new utility programs and new ENERGY STAR qualified products are launched, EPA will update this program guide.

The guide is divided by regions of the country, Northeast, Midwest, and West. Below is a map of the United States, where CFS rebates and activities listed in this guide exist as of October 2008 (i.e. states in blue).

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2008 CFS Program Guide



Questions?

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Learn more at energystar.gov

Extra Slides



- ENERGY STAR Specification development process.
- Specification development graphic.

ENERGY STAR Product Qualification Process



- ENERGY STAR specifications leverage testing standards already set in the marketplace (e.g., NSF, ASTM, ASHRAE)
- Products may be tested by the manufacturer or by a third-party
- Manufacturers self-certify that products meet the ENERGY STAR eligibility criteria by completing and submitting a Qualified Product Information (QPI) form
- EPA polices the use of the ENERGY STAR mark at trade shows, industry trade publications, reviewing Web sites, and by following-up on information on possible logo violations from industry

ENERGY STAR Specification Development Cycle

