

## Calculated and Hybrid Program Opportunities

# Food Service Program Marketing

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# Agenda

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- **Calculated Food Service Opportunities**
- **Calculated Hybrid Program Opportunities**
  - GTO: Taco Bell
  - Prince Castle: Jack-in-the-Box
  - Flexible Batch Broiler: Burger King
  - Coming Soon (Rethermalizer: Taco Bell)

# What's in the Food Service Catalog?

- 47 separate product codes in 12 different product categories in our rebate catalog:
  - Commercial combination ovens
  - Commercial convection ovens
  - Commercial rack ovens
  - Commercial conveyor ovens
  - Commercial fryers: ENERGY STAR® and Large Vat
  - Commercial solid door refrigerators and Freezers
  - Commercial glass door merchandisers
  - Commercial griddles
  - Commercial ice machines: ENERGY STAR® and CEE Tier III
  - Commercial steam cookers
  - Commercial Ventilation Control
  - Insulated holding cabinets

# Calculated Food Service Equipment

## What's Not In The Food Service Catalog?

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### Calculated Food Service Equipment

- What's NOT in our catalog
- Why and where to pursue calculated projects

### Challenges of Calculated Projects

- Size of Projects
- Cost of Calculated Projects vs. Savings

# Food Service Program Equipment Savings

## Calculated vs. Deemed Savings 2006-2008

Program	Incentive \$	Units	kWh Savings	kW Savings	Therm Savings
Calculated (Hybrid)	\$ 858,118	627	9,257,325	1,210	147,283
Deemed (Catalog)	\$1,261,400	2,923	5,613,082	805	496,916
<b>Three Year Total</b>	<b>\$ 2,119,518</b>	<b>3,550</b>	<b>14,870,407</b>	<b>2,015</b>	<b>644,199</b>

# Food Service Program Savings

## Entire Market Segment Savings 2006-2008

Program	Incentive \$	Units	kWh Savings	kW Savings	Therm Savings
Deemed (Lighting, HVAC, ETC)	\$ 466,973	143,301	19,884,347	2,451	27,423
Calculated (Hybrid)	\$ 858,118	627	9,257,325	1,210	147,283
Deemed (Equipment Catalog)	\$1,261,400	2,923	5,613,082	805	496,916
<b>Three Year Total</b>	<b>\$ 2,586,491</b>	<b>146,851</b>	<b>34,754,754</b>	<b>4,466</b>	<b>671,622</b>

# Calculated Food Service Equipment

## What's Not In The Food Service Catalog?

### Calculated Food Service Equipment

- The calculated approach allows us to promote many projects that are not part of our rebate catalog.
- The problems we face in food service is:
  - Relatively small projects
  - High cost of processing a calculated project (> \$ 1,000)

# Calculated Food Service Equipment

## What's Not In The Food Service Catalog?

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### Calculated Food Service Equipment

- We have found that calculated projects for similarly designed and operated food service establishments makes the most sense.
- This observation has led us to develop three specific retrofit measures for chain account customers in the past three years.

# Agenda

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- **Calculated Project Opportunities**
  - GTO: Taco Bell
  - Prince Castle: Jack-in-the-Box
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# Food Service Technology Center (FSTC) Appliance Testing Laboratory

Standard test methods in a controlled environment are used to calculate project savings



# GTO: Taco Bell (Electric) Product Information

What is this item? What does it do? What are the features?

**Steam based System was replaced with Dry well and griddle platform**

## **Electric Savings of:**

- 2.3 kW per platform and 15,000 kWh annual savings
- 2 X platforms per store 3 in stores with drive through

# Prince Castle: Jack-in-the-Box (Electric) Product Information

What is this item? What does it do? What are the features?

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**Steam Based food holding cabinets were replaced with  
Prince Castle Infrared Holding bins:**

## **Electric Savings of:**

- 4.3 kW per store with 30,000-42,000 kWh annual savings
- 1 holding bin per store Rebates varied based on store hours of operation.

# Flexible Batch Broiler: Burger King (Gas) Product Information

What is this item? What does it do? What are the features?

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**Replace conveyor broiler with batch broiling system**

**Gas Savings of:**

- 1,438 Therms annually

# Coming Soon (Rethermalizer: Taco Bell) Product Information

What is this item? What does it do? What are the features?

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**Replace older rethermalizer technology with more energy efficient.**

**Same technologies that work for heat exchange in fryers.**

**Potential savings:**

- 392 Therms annually

# Calculated Projects

## Hybrid Approach

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- Once calculations are complete approach processing the same as if it were a deemed measure
- Reduces processing cost
- Reduces processing time
- Increases likelihood of participation.

# Questions?

Ask us About Rebates on  
Qualifying Energy-Efficient Equipment



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