



For Businesses



For Homes



Renewable Energy



For Trade Allies



About Us

EnergyTrust of Oregon

Moving the Food Service Market in Oregon

January 14, 2009

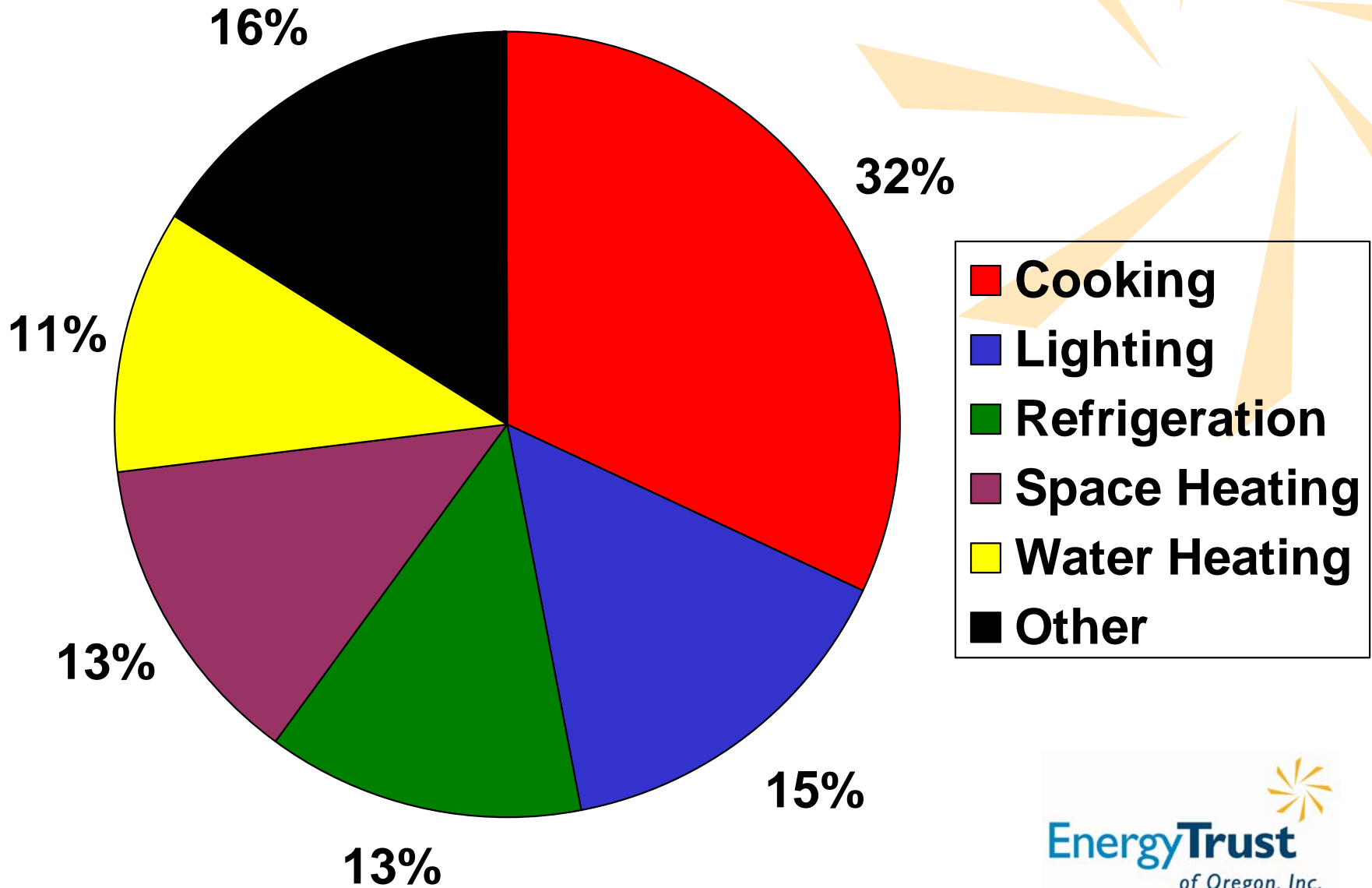
Greg Stiles, Energy Trust



Why Foodservice? - Market Research

- 2004 – Energy Trust Resource Assessment
 - Restaurants
 - 3rd highest potential for natural gas savings
 - 6th highest potential for electric savings
- Energy Information Administration
 - Foodservice has one of the highest energy use per square foot of any building type in the United States

Market Research – Foodservice Energy Use



Market Research – Market Intelligence

- Oregon Restaurant Association
 - Relationship nurtured since 2002
 - 9,000 members, representing 110,000 employees
 - Total restaurants – 9,100 – 9,900
 - Views Energy Trust as value-added services to their membership
- Industry focus on organic, local food
 - Opportunity to expand to back of house
- Industry not targeted by past energy efficiency programs
- Foodservice equipment dealers

Target Customers



Foodservice
Equipment Dealers

Foodservice
Establishments

Oregon
Restaurant
Association

Timeline + Expansion

- Launched September 2005
 - Free sprayer with menu of incentives for fryers, lighting, hot water heaters, full size convection ovens, etc.
 - New equipment added twice a year

Electric hot food cabinet	Electric steamer	Gas fryer
Gas convection oven	Water heaters (tank/tankless)	HVAC
Vent hoods	Freezers/Refrigerators	Lighting
Ice machines	Dishwashers	Insulation
Electrically commutated motors	Energy management systems	Custom

Delivery

- Comprehensive offer
- Leverage existing brands and certifications



conserve
solutions for sustainability

- Field delivery
 - Foodservice equipment dealers
 - Dedicated business development manager

McMenamins Brewpubs & Restaurants

McMenamins Brewpubs and Restaurants installed six ENERGY STAR® freezers and two energy efficient icemakers at seven Oregon locations.

“If equipment is durable and can stand up to the pressures we put it through, then it just makes sense to choose the ENERGY STAR rated models. The incentives are just the icing on the cake on top of the long-term energy savings we’ll achieve.”

- Scott Lipscomb, environmental coordinator, McMenamins Brewpubs and Restaurants



Results

- Percent of Existing Buildings program natural gas savings from foodservice measures
- 2005
 - 5% (1,304 therms / 26,070 therms)
- 2006
 - 30% (184,658 therms / 615,526 therms)
- 2007
 - 29% (153,001 therms / 522,190 therms)
- 2008
 - 21% (175,899 therms / 823,527 therms) - projected
 - 5th largest dealer in US asked program staff to train their entire sales staff on energy efficient cooking equipment at their national sales meeting

Measure	Restaurant	Lodging/Hotel/Motel	Total
Custom EMS	4		4
Direct-Fired Convection Oven	186	32	218
Dishwashing Pre-Rinse Sprayer - Electric	272	9	281
Dishwashing Pre-Rinse Sprayer - Gas	1179	21	1200
Electric Hot Food Cabinet	119	102	221
Electric Steamer	6	4	10
Energy Star IMH < 450lbs/day	3		3
Energy Star SCU < 175lbs/day	2		2
Freezer	62	4	66
Freezer (24 ft^3)	72	4	76
Freezer (48 ft^3)	55	6	61
Ice Machine 501 to 1000 lb	17	5	22
Ice Machine over 1001 lb	16	3	19
Ice Machine up to 500 lb	69	14	83
Infrared Gas Fryer	105	5	110
Refrigerator	84	7	91
Refrigerator (24 ft^3)	75	18	93
Refrigerator (48 ft^3)	87	19	106
Tier III SCU < 175lbs/day	1		1
Undercounter - high temp - Ele water heat	4		4
Undercounter - high temp - Gas water heat	4		4
Vent Hood	10		10
	2,432	253	2,685

Results

- First 2 foodservice case studies with US EPA in 2006
- Certificate of Recognition for Commercial Foodservice Equipment Program Effectiveness from US EPA in 2007
- Solid relationship with dealers and Oregon Restaurant Association
- Opened door to hospitality market and working with Oregon Lodging Association

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy. www.energystar.gov

CHANGE FOR THE BETTER WITH ENERGY STAR

Small-town Café Cooks Up Hot Savings Using Energy Trust Incentives

The Reedville Café has been a gathering place in Hillsboro, Oregon for half of a century. It has come a long way from its origins as "The Shack" by now offering the ambiance of a wholesome American family dining establishment. Along with traditional favorites like burgers and fries, the evolving menu offers salads, pastas, and healthy options. Creative catering and event services are very popular and contribute to Reedville Café's growing success.

Reedville Café's growth in the past few years has significantly contributed to its increased energy consumption. In 2005 alone, Reedville Café's annual gas energy costs were estimated at \$28,000. To reduce costs, Reedville Café arranged to work with Energy Trust of Oregon, Inc. on incorporating measures to improve its food service equipment. The Energy Trust is a nonprofit organization dedicated to promoting energy efficiency to Oregon customers of Pacific Power, Portland General Electric, NW Natural and Cascade Natural Gas.

In October 2005, the Energy Trust installed a free pre-rinse spray valve at Reedville Café. The high-efficiency valve uses just 1.6 gallons of water per minute, compared to three to six gallons with a typical shower pre-rinse sprayer. That difference means an annual savings of about \$400 for water, sewer and natural gas for each sprayer; savings on a no-cost initial investment.

In addition to the spray-valve, the Energy Trust provided Reedville Café with a complete list of high-efficiency food service equipment and the available prescriptive and custom incentives. After realizing the savings that the sprayer provided, Reedville Café decided to purchase energy-efficient fryers (Frymaster FFPH355). As a result, Reedville Café installed three new ENERGY STAR qualified gas fryers. These fryers are generating an annual savings of 3,390 therms, or more than \$3,800.



"Installing ENERGY STAR equipment was a total win for our business, employees and customers."
—Rick VanBeveren

PROJECT PAYBACK

Total Project Cost.....	\$16,500
ENERGY TRUST Incentives.....	\$1,800
Reedville Café's Cost.....	\$14,700
Estimated Annual Savings.....	\$3,898.50
Payback.....	3.7 years

EPA United States Environmental Protection Agency

Keys to Success - Three Ps

- Partners
 - Oregon Restaurant Association
 - Foodservice Equipment Dealers
 - ENERGY STAR
 - CEE
 - Foodservice Technology Center
- Package
 - Address all foodservice equipment and building energy systems
- Promotion
 - Dedicated business development manager
 - Website, ads, advertorial, case studies, bill inserts, direct mail
 - Dealer support, training
 - Sales tools – ENERGY STAR calculators (i.e. fryers, dishwashers, etc)
 - Point of purchase signs, tag/flag dealer sales catalogues
 - Industry events, conferences, trade shows

Lessons Learned

- License requirements - Journeyman Plumbers
- Be persistent and patient - results lag 12 – 24 months
- Be accommodating
- Build a trusting relationship with stakeholders
 - Oregon Restaurant Association
 - Dealers
- Trade secrets/proprietary technology
 - Custom equipment
- Evaluated savings – realization rates - still learning
 - 2006 – 98.4% kWh / 92.1% therms – all savings
 - 2007 – 97.6% kWh / 104.5% therms – all savings

Future – More Savings, More Projects

- The Economy

- Established program is entrenched, expect minimal impact from economic downturn
- Preferred rate loans with Umpqua Bank – GreenStreet Lending, www.umpquabank.com/greenstreet

- More measures

- Large vat fryers - gas/electric
- Electric fryers
- Rack ovens - gas/electric
- Combination ovens - gas/electric
- Ranges
- Glass refrigerators/freezers
- Braising pans
- Griddles - gas/electric
- Convection ovens - electric
- Pasta cookers
- Conveyor Ovens

- Sales contest

- Target foodservice equipment dealer sales reps

- Spiffs

- Target expensive, high energy savings equipment - fryers

Questions?

- Thank you
- Contact info
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