



# CEE Commercial Kitchens Breakout

Kicking it Up a Notch: Segmenting the  
Commercial Kitchens Market

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January 13, 2010  
San Francisco, CA

# Session Objectives

- ▶ Explore program approaches that segment the foodservice industry by market
- ▶ Gain a better understanding of the national restaurant chain segment and program design strategies for this unique segment
- ▶ Refine potential avenues for supporting programs increase participation by national restaurant chains

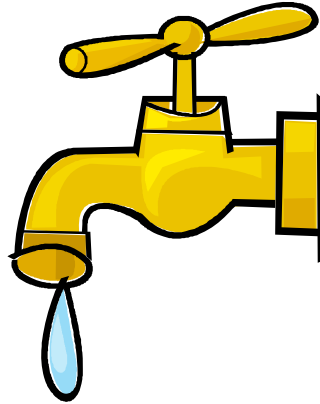
# Agenda

- ▶ Background
- ▶ Market Segmentation Approaches in California
- ▶ Breaking into the Restaurant Chain Segment
- ▶ Chains Overview and Round Robin

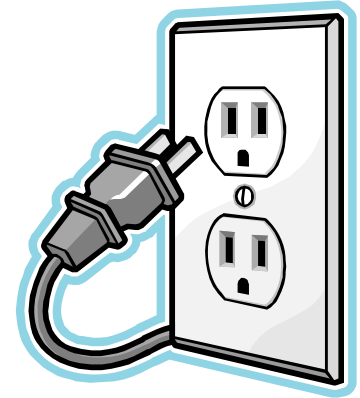
# CEE Commercial Kitchens Initiative



Save 10-30%



Save 10-40%



Save 10-30%

- ▶ Launched December 2005
- ▶ Define energy and water efficient kitchen equipment
- ▶ Develop targeted market strategies to streamline product selection

# Equipment Categories

CEE or ENERGY STAR  
Specifications



Advanced Member  
Specifications



# Market Strategies

- ▶ First focused on independent restaurants
- ▶ Broadened over past year to include all segments with commercial kitchen equipment
  - Independent restaurants
  - Chain restaurants
  - Elementary and secondary schools
  - Colleges and universities
  - Business and industry (cafeterias)
  - Healthcare
  - Hotels and motels
  - Supermarkets
- ▶ Program guidance development

# Presentations

- ▶ Market Segmentation Approaches in California
  - Allison Dourigan
  - Southern California Gas Company
- ▶ Breaking into the Restaurant Chain Segment
  - Matt Matenaer
  - Wisconsin Focus on Energy

# Chains Working Group – The Challenge

- ▶ Lack of ready access to information regarding efficiency programs working with

# Chains Working Group Overview

- ▶ Objective: develop strategies to more effectively engage chain restaurants in energy efficiency programs
- ▶ Activities
  - Shared info on chains working with
  - Explored avenues for working together through CEE
    - Approaching chain headquarters
    - Program design
    - Information sharing – equipment and contacts
    - Chain templates

# Chain Challenges

- ▶ Every chain is different
- ▶ Traditional CEE role does not involve interaction with customers
- ▶ Confidentiality agreements
- ▶ Many actors
  - Franchisees / corporate
  - National accounts rep / EE program manager

# Information Sharing

- ▶ Facilitate information sharing among CEE members regarding efficiency program activities and engagement with chains
- ▶ Facilitate information sharing between CEE members and chains regarding program availability and activities
- ▶ Challenge: confidentiality

# What Next? Chains Round Robin

- ▶ Name
- ▶ Organization
- ▶ How engaging national accounts
- ▶ Biggest challenge facing
- ▶ Biggest opportunity for working together

# Contact

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