

Breaking into the Restaurant Chains Market Segment

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What is Focus on Energy?

- Wisconsin's statewide energy efficiency and renewable energy program
- Legislature created the program in 1999; expanded in 2005
- Helps implement projects that would not occur otherwise
- Customer eligibility based on their electric and/or natural gas utilities

Focus on Energy Offers...

- Residential, Business and Renewable Energy Programs
 - Commercial, industrial, agricultural and school/government buildings
 - Single and multifamily homes
- Education, technical expertise and financial assistance

Commercial Program

- Identify Target Markets within Sector
 - Hospitality
 - Healthcare
 - Grocery
 - Large Commercial Building Initiative
 - Retro-commissioning Program

Hospitality Team

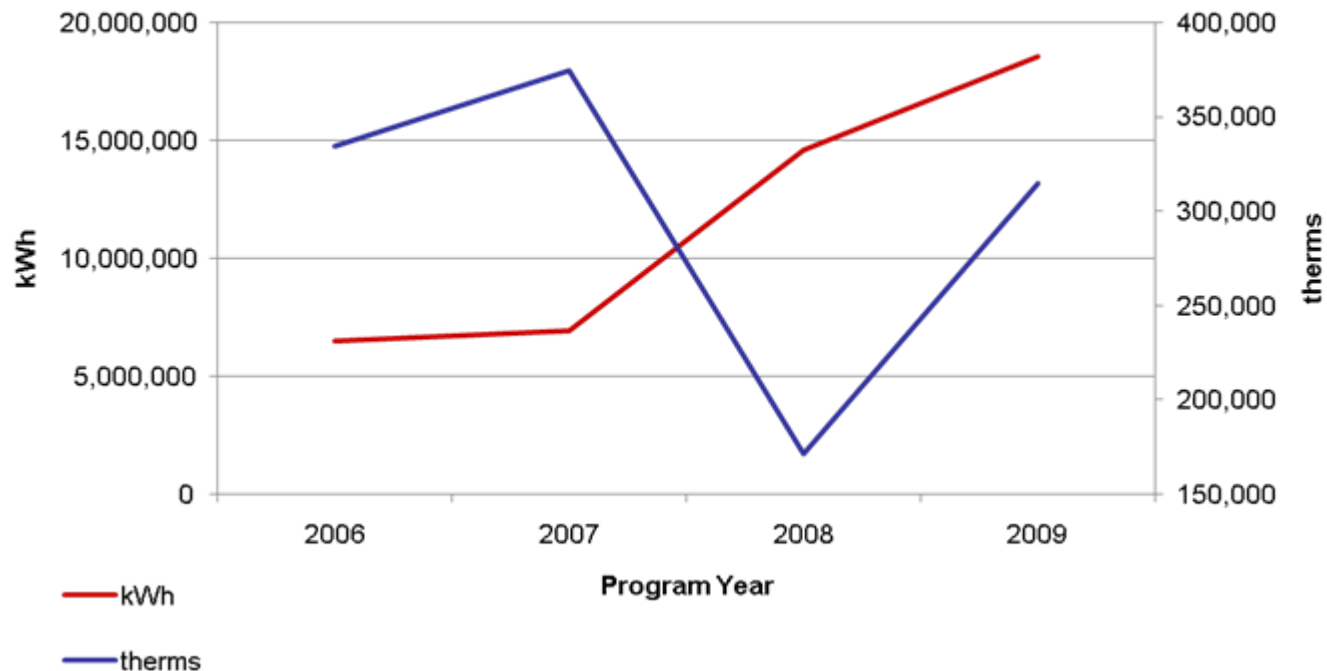
- Proactively engaging:
 - Hotel/Motel Market
 - Restaurant Market
- Key Account Management Strategy
- Food Service Initiative Launched in 2006

Food Service Initiative

- ENERGY STAR
 - Convection ovens
 - Dishwashers
 - Fryers
 - Griddles
 - Ice machines
 - Refrigerators & freezers
 - Steamers
- Other specifications
 - Combination ovens
 - Kitchen hood ventilation controls
 - Large vat fryers
 - Rack ovens

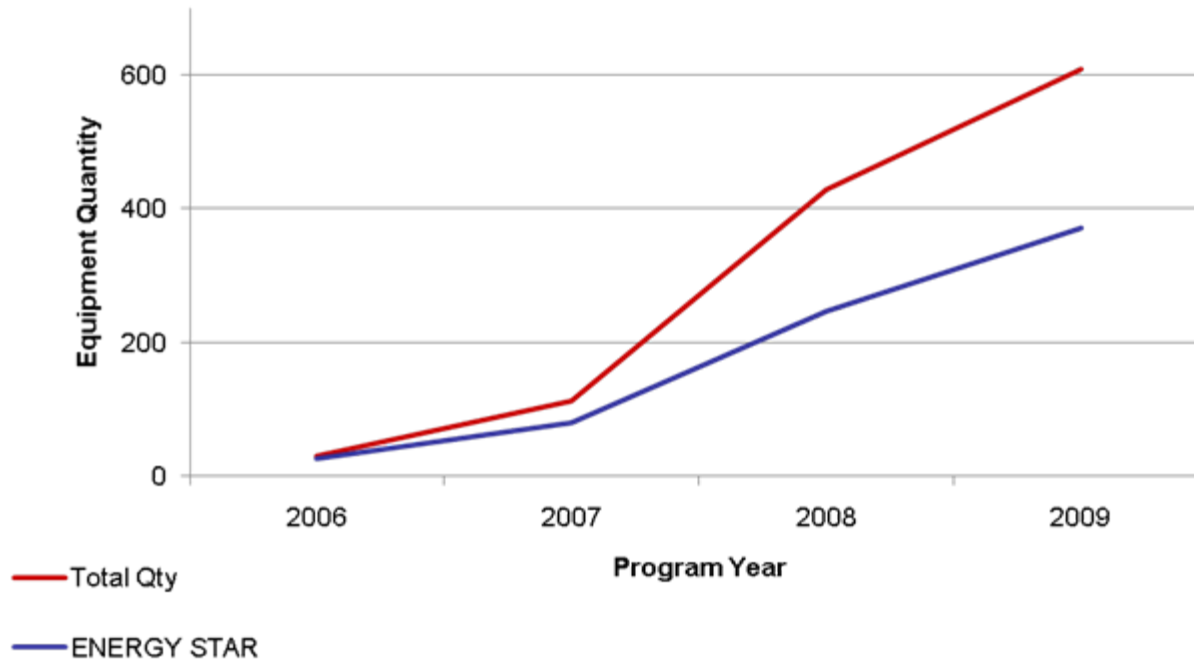
Evaluating the Impact...

Hospitality Team - Gross Verified Savings



Evaluating the Impact...

Food Service Equipment Program Participation



Why Target Chains?

- Increase Program Participation Cost Effectively
- Lack of Corporate Guidance
- Power of Operator Referral

Account Management Approach

- Engage Corporate Representation
- Educate Key Operators
- Assign Accounts Regionally

Chains we're currently working with...



Ramping Up Participation

Savings Accrued the last 24 months:



1.5 million kWh



520,000 kWh



100,000 kWh



90,000 kWh

Case Study #1:



- Based on customer's work with PG&E
- Production line improvement
- Worked with purchasing coop
- Affected 5 franchises and corporate locations (57 projects total)

Case Study #2:



- Targeting 270 stores
- Blueprint for Account Management
- 79 Projects in 6 months

2010 & Beyond...

- Emphasis on Benchmarking Efforts
- Restaurant Challenge Pilot (Internal)
- New Chains to Target

Questions?

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