

Commercial Kitchens Breakout Session

Cooking Up Strategies for Success

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Agenda

- Objectives
 - Build and strengthen relationships among members
 - Identify key strategies for successful program implementation
- Introductions and Overview of Initiative
- Presentations
 - *The Power of Consistent Messages*, Doug Dickson
Puget Sound Energy
 - *Engaging the Foodservice Equipment Market*, Ella Abadir
Southern California Gas Company
- Discussion

Introductions

- Name
- Organization
- How long a member of CEE
- Do you currently have a Kitchens program?

Ground Rules

- Interactive
- Flexible and focused
- Use of “parking lot”
- 100% Participation
- No such thing as a dumb question
- Confidentiality
- All perspectives are valid and valued
- Follow committee conduct guidelines
- Off limits: discussion of fuel switching

Background

- **Launch:** December 2005
- **Goals:**
 - provide clear and credible definitions in the marketplace as to what constitutes highly efficient energy and water performance in cooking, refrigeration and sanitation equipment
 - help streamline the selection of products through a targeted market strategy based upon the unique features of a particular foodservice market (e.g. restaurants) within foodservice
- **Consumption and Savings:**
 - foodservice facilities consume 427 trillion British Thermal Units (Btus) of electricity and natural gas per year (EIA 2003)
 - savings potential can range from 10-30% for energy and 10-40% for water

Key Strategies

- Coordination with ENERGY STAR[®] on specification development and marketing
- Bring together energy and water utilities to develop partnerships to jointly target this market
- Develop relationships with and recognition among industry stakeholders for member programs, CEE and ENERGY STAR

Technology: Defining Efficient Equipment

- Existing Specifications and Guidance
 - Cooking
 - Fryers
 - Steamers
 - Hot food holding cabinets
 - Refrigeration
 - Ice cube machines
 - Refrigerators - solid and glass door reach-ins
 - Freezers - solid door reach-ins
 - Sanitation
 - Pre-rinse spray valve guidance
 - Dishwashers (*pending board approval*)

Market Strategy

- Collaboration with ENERGY STAR
 - Joint marketing publications
- Collaboration with members and ENERGY STAR to research and compile results of member programs and strategies
- Industry relationships
 - Manufacturers, associations
- Trade show visibility
 - National Restaurant Association
 - North American Association of Food Equipment Manufacturers

Member Programs

- The number of members with kitchens programs has grown from 5 in 2005 to 43 in 2007
- Program design varies
 - Prescriptive and custom
 - 1 to 14+ prescriptive measures
- Partnerships vary
 - Single utility, statewide coordination, regional coordination, water utility partnerships
- Program delivery varies
 - Integration with broad commercial programs to foodservice specific programs

Presenters

- Doug Dickson, Puget Sound Energy
 - Commercial Rebate Manager
- Ella Abadir, Southern California Gas Company
 - Commercial Programs Supervisor, Energy Efficiency Division

Coming Up

- Evaluation forms
- Commercial breakout sessions
 - Lighting today at 3:30pm
 - Data centers Thursday at 1:30pm
 - Whole Building Performance Thursday 3:30pm
- Reception tonight 5:30 – 7pm
 - Generously sponsored by National Grid
- Beginning in July, Kitchens Committee meetings are 3rd Tuesday of each month from 2-3pm Eastern
- Ask the Experts Webinar for Commercial Kitchens is Sept. 25, 2008
 - Education series designed to help new kitchens program administrators learn from experiences of others