

LOCAL DISTRIBUTOR TEAMS WITH NYSERDA TO MEET CUSTOMERS' ENERGY EFFICIENCY NEEDS



Saratoga Restaurant Equipment Sales (SRES), a commercial food service equipment distributor located in upstate New York, has added energy efficiency and ENERGY STAR qualified equipment as

a value-added offering to enhance their customers' experience. SRES's mission is to serve the foodservice industry by providing turnkey solutions that contribute to long-term success for their customers. SRES, a member of the Foodservice Equipment Distributor Association (FEDA), has developed a unique business strategy that matches the needs of the customer with the right equipment solution, providing consulting expertise rather than just selling equipment. They have found that this dedication to the customer has paid off—not only by helping to establish lifetime customer relationships, but also having a strong positive impact on the company's profits.

In 2007, SRES decided to participate in the New York Energy Research and Development Authority's (NYSEERDA) Small Commercial Kitchen Pilot. SRES felt that participating in the Pilot would assist their customers' in reducing energy costs, improving their bottom line, and would provide a value-added service with the added benefit of protecting the environment.

Working with NYSEERDA had a significant effect on SRES's sales; sales of energy efficient commercial foodservice equipment increased by 50% to 900%

Energy Efficient Product	Total Sold in 2007
ENERGY STAR Refrigerators	11
Ice Machines	10
Spray Valves	30
Combination Ovens	4
Grand Total	55

What is the Small Commercial Kitchen Pilot?

Sponsored by NYSEERDA, this pilot promoted high-efficiency commercial food service equipment that can reduce energy consumption by up to 60%. It accomplished this by providing consistent definitions for equipment, making it easy for owners to select equipment that meets their business needs. The pilot used ENERGY STAR and the Consortium for Energy Efficiency (CEE) qualifying products as the primary way of identifying energy and water saving equipment. More than 65% of Americans recognize the ENERGY STAR label. As a result of the pilot, NYSEERDA was able to engage 15 manufacturers and their representatives, 10 distributors, and one buying group in promoting high efficiency food service equipment whose purchase would be eligible for NYSEERDA incentives. In addition 51 restaurants receiving a kitchen audit and 48 purchases of food service equipment are directly attributable to the pilot. The pilot effort has been rolled into NYSEERDA's Focus on Hospitality initiative. Materials are available at www.nyserda.org/programs/hospitality.

depending upon the equipment category. Additionally, working with NYSEERDA increased sales staff knowledge about energy efficiency. SRES, working with NYSEERDA field staff, learned how to differentiate between standard and high-efficiency equipment, and how to effectively sell the benefits of efficient equipment to their customers. NYSEERDA uses guidelines set by the government-backed ENERGY STAR Program as well as guidelines developed by the Consortium for Energy Efficiency (CEE). More information on energy and water efficient product specifications can be found at www.cee1.org and www.energystar.gov/cfs. Product lists for efficient commercial kitchen equipment are available on the PG&E's Food Service Technology Center (FSTC) website, at www.fishnick.com.

One of SRES' challenges was getting the information on which equipment met the energy efficient standards and what programs were available to assist foodservice operators in making energy efficient purchases. SRES took on this challenge by reaching out and educating customers and streamlining the program application process for customers. First, SRES determined what products qualified for

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



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NYSERDA incentives and increased product inventory/selection, if needed. Then, the company clearly marked the eligible equipment with tags and literature provided by the Small Commercial Kitchen Pilot. Next, the sales staff was educated on the programs and incentives available so that they could better promote them. The company further promoted the programs by holding a live event that showcased energy efficient equipment and by sending out flyers on the incentives available. Finally, SRES streamlined the application process for customers by pre-processing as much of the application as possible. President and Owner Dave Hummel commented on the program, "The first priority at Saratoga Restaurant Equipment Sales is to make sure that the equipment we sell matches our customers' application. When we do this in a way that saves energy and our customers' money, it's a win-win for everyone."

SRES's hard work has certainly paid off for the company and its customers and has also generated a significant amount of energy savings. Besides getting a boost in sales, SRES's promotional efforts have set them above the competition. The company has received calls from other distributors to learn about the NYSERDA rebates and programs, as their customers had questions about the program. SRES plans to continue their commitment to educating the foodservice industry and promoting energy efficiency by expanding their knowledge on energy efficient equipment and programs, such as the US Green

How You Can Get Involved

1. Work with ENERGY STAR to train your staff about ENERGY STAR qualified equipment.
2. Determine if there are energy utilities or water agencies in your area offering rebates. Visit www.energystar.gov/cfsrebate_locator or contact your utility directly.
3. Assess your inventory – Do you already stock ENERGY STAR qualified or energy/water efficient equipment?
4. Visit www.energystar.gov, www.cee1.org and www.fishnick.com to learn more about energy and water efficient equipment.
5. Promote the ENERGY STAR and energy and water efficient equipment in your distributorship. ENERGY STAR can assist in developing POS and promotional materials for your distributorship.

Building Council's Leadership in Energy Efficient Design (LEED), and further developing relationships with industry leaders.

Why are NYSERDA, ENERGY STAR, CEE, FSTC, and the foodservice industry so interested in promoting energy efficiency in commercial kitchens? According to FSTC, as much as 80 percent of the \$10 billion annual energy bill for the commercial food service sector does no useful work. Inefficient lighting, cooking and refrigeration equipment, and heating, ventilation, and air conditioning (HVAC) systems waste money, and also contribute to a less comfortable working environment by generating excess heat and noise. Commercial kitchens represent a significant opportunity to reduce energy and water waste.

About NYSERDA, ENERGY STAR, CEE, and FSTC

NYSERDA is a public benefit corporation whose efforts focus on environmental effects of energy consumption, development of renewable resources, and advancement of innovative technologies. They strive to facilitate change through the development and use of innovative technologies to improve the State of New York's energy, economic, and environmental well being.

ENERGY STAR is a voluntary program run by the US Environmental Protection Agency and Department of Energy. ENERGY STAR sets strict energy efficiency guidelines for over 50 product categories, including commercial food service products.

CEE is a nonprofit public benefits corporation that develops initiatives for its North American members to promote the manufacture and purchase of energy-efficient products and services. CEE members include utilities, statewide and regional market transformation administrators, environmental groups, research organizations and state energy offices in the U.S. and Canada.

FSTC develops comprehensive performance test methods and applies them to equipment submitted by end-users and manufacturers, which provides a benchmark for the energy performance of equipment used in commercial kitchens. FSTC maintains a list of qualifying energy efficient commercial food service equipment on their website at www.fishnick.com/saveenergy/rebates/.

All of these groups see the opportunity and benefits of working closely with equipment distributor(s) and commercial food service industry because of the energy and water intensity in kitchens. By reducing energy use and demand, while protecting the environment, all of the participating organizations meet their objectives.

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