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Environmental Protection Agency

Air and Radiation
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Today's Special

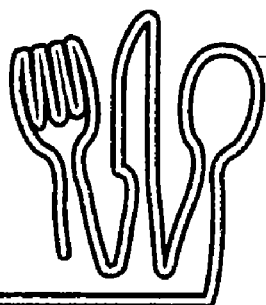
**Energy
Savings...**

... Savor the Profits from Energy Efficiency

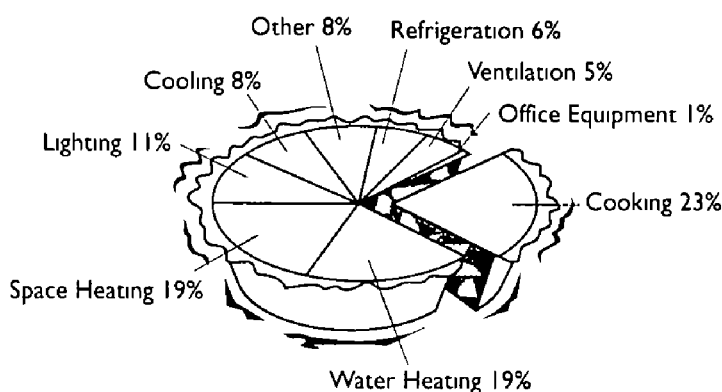
Your restaurant's profit is typically only 3 to 9 percent of total revenue. Money you save on operating costs adds to what you keep. Saving 20 percent on energy operating costs can increase your profit as much as one-third. Wouldn't savings like that be worth a second look?

We think so too. Here's a menu of tempting energy-efficiency suggestions from EPA's ENERGY STAR® Small Business.





Special of the Day

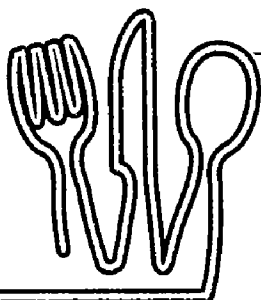


How a typical restaurant consumes energy

When you take a bite out of energy costs you increase your profits. How much? What will it cost you up front? What's your payback? Will it be cost-effective? Will there be any sacrifice in comfort or lighting quality? Of course, you want answers to these questions. An *energy survey* of your restaurant will serve them up for you with almost no effort on your part. We highly recommend you "order" one before selecting from this menu.

To order an energy survey, call your local electric or gas utility company or an energy consultant and ask if they will perform an energy survey of your restaurant. Ask what rebates, if any, are available.

Or get your special mail-in energy survey from the ENERGY STAR® Small Business hotline at 1-888-STAR YES. You complete the survey and mail it to us. No inspections. No reports required. We'll send you a menu of energy-saving and profit-improving recommendations that are cost-effective for you. To become a Partner and get a free copy of the survey, call us at 1-888-STAR YES.



Hot and Cold Entrées and Sides

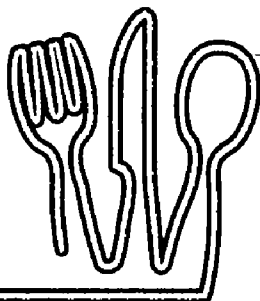
Main course selections to fatten your profits.

| If you | You can | And reduce your annual energy cost |
|--|---|------------------------------------|
| Have an oil or gas boiler or furnace that is ready for replacement | Replace it with a high-efficiency oil or gas boiler or furnace | Up to \$200 |
| Heat your dining area with electric resistance baseboard heaters | Replace resistance heating and old cooling system with a heat pump (if you are in a temperate climate zone) | Up to \$1,000 |
| Cool your dining area and kitchen with an old, standard-efficiency air-conditioning system | Replace it with a high-efficiency electric or gas air-conditioning system | Up to \$900 |
| Use evaporative coolers | Check monthly to ensure the evaporator element and drain are not clogged | Up to \$350 |

Fresh Air Entrées and Sides

| If you | You can | And reduce your annual energy cost |
|--|--|--|
| Exhaust cooking fumes with a standard exhaust hood that needs to be replaced | Replace it with hoods optimized for your cooking needs | Up to \$2,000 on heating and cooling costs |





Cooking Entrées and Sides

Inefficient equipment eating into your profits?
Treat yourself to these specials.

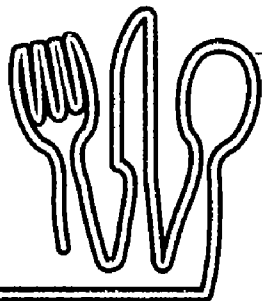
| If you | You can | And reduce your annual energy cost |
|--|--|---|
| Fry food with a conventional gas fryer | Replace it with an infrared gas fryer or a high-efficiency atmospheric gas fryer | Up to \$400 per fryer |

Refrigeration Entrées and Sides

| If you | You can | And reduce your annual energy cost |
|---|---|---|
| Have a walk-in refrigerator | Install evaporator fan controls to reduce fan use | Up to \$20 |
| Leave your walk-in refrigerator door open when loading it | Install a plastic strip curtain over the entrance | Up to \$20 per refrigerator |
| Have a refrigerator that needs replacing | Replace it with a high-efficiency refrigerator | Up to \$100 |

Hot Water Entrées and Sides

| If you | You can | And reduce your annual energy cost |
|---|---|---|
| Have a 10- to 20-year-old conventional dishwasher | Replace it with an insulated dishwasher, or Replace it with an infrared gas dishwasher | Up to \$500 Up to \$2,900 |

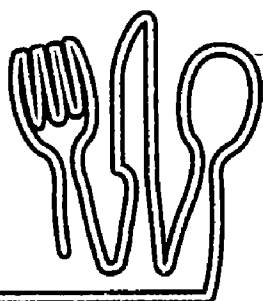


Desserts

If you'd like to enjoy some confections after the main course, here are some exotic savings selections that are icing on the cake. Some of these can also help set your restaurant apart from your competition by stressing your "greenness."

| If you | You can | And reduce your annual energy cost |
|--|---|---|
| Need to replace your heating and cooling systems | Replace them with a geothermal heat pump (ask your local utility about rebates) | Up to \$1,100 |
| Need to replace your dining area heating and cooling systems | Include desiccant energy recovery in the replacement system | Up to \$5,000 |
| Need to replace your kitchen cooling system | Include evaporative cooling in the design | Up to \$700 |
| Manually control your lighting, heating, and cooling | Install an energy management system | Up to \$1,800 |
| Use personal computers in your restaurant | Specify ENERGY STAR labeled computers | Up to \$19 per computer |
| Have large untinted glass wall space | Install clear coating on the south and west windows | Up to \$200 |



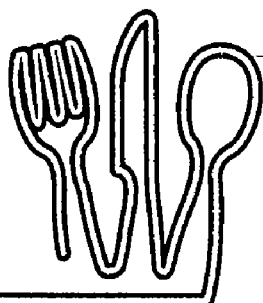


Light Entrées and Sides

These are main course delights from which you can put together a satisfying and profit-raising experience.

| If you | You can | And reduce your annual energy cost |
|--|---|------------------------------------|
| Light your dining area or kitchen with standard fluorescent lighting and magnetic ballasts | Replace them with T-8 fluorescent lamps with electronic ballasts | Up to \$16 per lamp |
| Provide too much light in your dining area during daytime hours | Install a daylighting control system | Up to \$700 |
| Light your exit signs with incandescent bulbs | Replace the bulbs with light emitting diode (LED) exit sign retrofit kits | Up to \$22 per lamp |
| Light your parking area with incandescent or mercury vapor lighting | Replace it with high-pressure sodium or metal halide lighting (add photocells and a timer for additional savings) | Up to \$40 per lamp |
| Manually turn the lights in refrigerators, freezers, and storage areas on and off | Replace the switches with occupancy sensors (low-temperature sensors in refrigerators) | Up to \$190 |
| Spotlight areas with incandescent light bulbs | Replace them with halogen bulbs | Up to \$12 per lamp |

Twenty thousand dollars can buy a lot of bread. That is what Subway franchise owner Steve Kaplan is saving by taking advantage of energy-efficient technologies at his restaurant in Norman, OK. What is Kaplan's recipe for success? He upgraded his store's lighting from 40-watt T-12 lamps and magnetic ballasts to T-8 lamps and electronic ballasts. In addition to his 50-percent energy savings, he now has brighter lighting to make the food look more appetizing. Kaplan replaced his old air-conditioning units with high-efficiency models and added ceiling fans to circulate the store's air. He can now set the store's thermostats 3 to 5 degrees higher in the summer without affecting comfort. With these upgrades, he will pay back his investment in 3 years.



Appetizers

Here are some great choices to whet your appetite without spending a lot of money.

| If you | You can | And reduce your annual energy cost* |
|--|--|---|
| Light your dining area with dimmable incandescent light bulbs | Replace them with dimmable compact fluorescent light bulbs | Up to \$21 per lamp |
| Light any area, including under your exhaust hood, with non-dimming incandescent light bulbs | Replace them with compact fluorescent light bulbs | Up to \$34 per lamp |
| Set your heating and cooling thermostat(s) by hand | Install a programmable thermostat and use night setback | Up to \$500 |
| Only partially fill your refrigerators and freezers | Keep your newer refrigerators and freezers filled; empty and disconnect older ones | Up to \$300 per refrigerator or freezer |
| Clean your refrigerator and freezer condenser coils infrequently | Clean them every 3 months | Up to \$20 per refrigerator |
| Have cracked or warped refrigerator or freezer gaskets or hinges | Replace or repair them | Up to \$50 per refrigerator |
| Operate any appliance when it is not needed | Turn it off | Up to \$1,000 |

When Rick Stein, owner of the Inn at Wiccoppee in Hopewell Junction, NY, ordered a free energy survey from his local utility company, Central Hudson Gas and Electric, he never imagined he could convert energy costs into actual profits. The energy survey recommended consolidating his five partially filled refrigerator units into two full ones and disconnecting the remaining units. The survey also recommended converting 11 standard fluorescent fixtures in the kitchen to T-8 lamps with electronic ballasts. Stein is now savoring \$1,869 annually in reduced energy bills with a payback period of 0.6 years.

* For all choices in the menu, your actual cost reduction will depend on the number of pieces of equipment you use, your usage patterns, and your utility rates. An energy survey can determine the cost effectiveness of any upgrades.

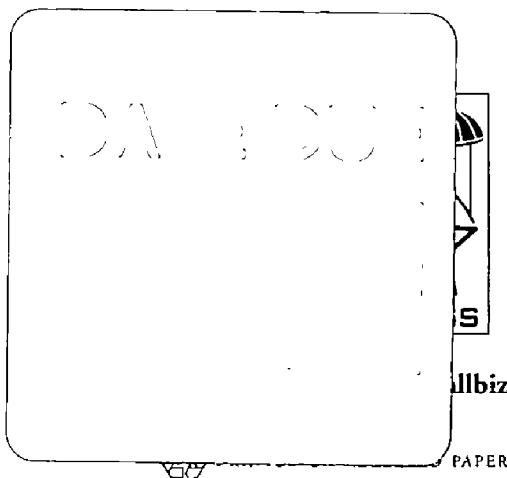


Follow an energy survey's cost-effective recommendations and your investment in energy efficiency can give you up to a 30-percent return. Furthermore, you may enjoy some delightful surprises that will improve your bottom line—increased customer comfort, better lighting, more repeat business, and increased employee productivity.

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“Greenness” sells. Join our other satisfied Partners, who have increased profits through energy efficiency. We will send you public relations materials that can help you attract the increasing numbers of “green” customers.

For information on how to join EPA's ENERGY STAR® Small Business partnership and increase your profits through energy efficiency, visit us at www.epa.gov/smallbiz or call 1-888-STAR YES.



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