

How to Become Energy Efficient, Energy Smart and Reduce Your Costs

Typically, 3-5% of a restaurant's total operating costs are spent on energy. Since a restaurant's profit margin is relatively small (3-9% of total revenue), slight changes in energy use can result in a large increase in profits. Reducing energy costs by 20% is an achievable goal and contributes to the business' profit without compromising service, quality, style, or comfort. For equipment manufacturers, suppliers, and other businesses that service the restaurant industry, energy often comprises an even greater percentage of operating costs.

The following low- or no-cost steps can have a real impact on restaurants' bottom line.



Ways to Save Energy, Become Efficient and Reduce Costs

This is easier than you may think. There are many simple changes you can make to promote sustainability. Check out some of our most effective strategies:

- **Purchase Electricity and Natural Gas competitively** in the open market. Thanks to deregulation, utilities in New York and New Jersey are forced to compete with other suppliers called ESCOs (Energy Service Company). ESCOs may offer a lower rate and the ability to lock in a fixed price. This helps avoid price spikes and establish an energy budget.
- **Retrofit your facility to LED light bulbs.** They are 90% more efficient than traditional bulbs and last up to 20 times longer so they don't need to be replaced as often.
- **Turn off lights** to save on electricity consumption.
- **Wash table linens in cold water** whenever possible. Almost 90% of energy consumed by a washing machine is used to heat the water.
- **Invest in a programmable thermostat** so you can monitor and change the temperature in your business based on usage.
- **Cover pots and pans while cooking** on the stove to prevent losing heat.
- **Recycle.** Recycling just one aluminum can will save enough energy to run a TV for 3 hours.
- **Open your business' front door** and enjoy the fresh air whenever possible. Turning off your air conditioner or heater can lead to substantial savings.
- **Ask employees to carpool with friends and family.** By carpooling just twice a week, 1,600 pounds of greenhouse gases can be kept out of the air each year.



LED Lighting – Possibly the Best Way to Reduce Energy Usage

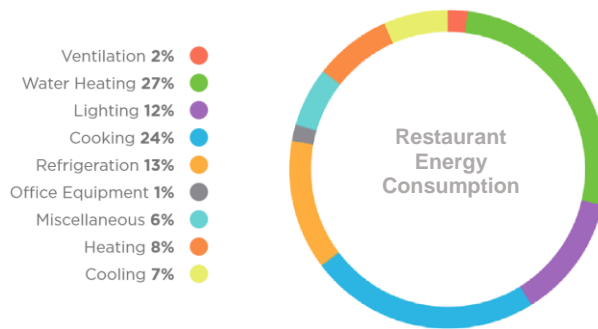
LED retrofitting is a long-term investment that will reduce your energy usage and costs. Here is a summary of the many benefits:

- **Reduce Energy Expenses:** LED bulbs are up to 90% more energy efficient than traditional incandescent bulbs. Also, LED bulbs generate almost no heat or UV rays, which can help reduce air conditioning costs.
- **Improve the “Mood” of your Facility.** Studies show that lighting provided by LED bulbs can vastly improve people’s mood and productivity. Elevate the atmosphere for your guests and employees with less stressful LED lighting. As an example, stores with LED lighting sell 30% more merchandise.
- **Reduce Maintenance Expenses.** LED bulbs last up to 20 times longer than traditional bulbs and are durable enough to withstand extreme weather conditions. Therefore, they don’t need to be replaced as often.
- **Decrease your Energy Overhead.** LED lighting reduces your energy overhead by significantly lowering the cost of consumption. This is because LED lighting is produced more efficiently and requires less energy to cool.
- **Become More Environmentally-Friendly.** LED lights are 100% recyclable. One LED light bulb can save the material necessary to produce 25 incandescent light bulbs.

Purchasing Competitively Priced Electricity and Natural Gas

In New York and New Jersey, the utility is not a monopoly. Both commercial and residential consumers may choose to purchase their energy from licensed, regulated alternative suppliers called ESCOs. ESCOs compete to purchase the electricity and natural gas in the open market. The primary benefits of an ESCO over the utility include:

- The ability to lock in a fixed rate over a period (typically 12 to 24 months). Price locks protect against price spikes while allowing you to establish a budget for the period. This is akin to an insurance policy on your energy costs.
- Renewable Energy Certificates (RECs) allow your business to participate in sustainable efforts while reducing your carbon footprint.
- Additional energy services and solutions to help manage your monthly energy budget and keep you focused on the operations of your business.
- Superior service.



How to Move Forward

Great Eastern Energy offers renewable electricity for customers who are interested in becoming more sustainable. Signing up for a renewable electricity plan allows you to invest in a cleaner energy future, while reducing greenhouse gas emissions and the environmental impact of electric generation.

Whether you choose renewable or traditional electricity, Great Eastern Energy will roll the cost of an LED lighting installation into the cost of the electricity supply. In so doing, you can pay this expense over the term of the electricity supply agreement – typically 24 months.

For more information, please visit www.greateasternenergy.com or contact Jeff Rosenzweig at <https://www.greateasternenergy.com/jeffr/>

How to Request Pricing

For companies with energy costs UNDER \$5,000/month:

Go to: www.greateasternenergy.com

- Choose your start month
- Enter your zip code
- Make sure to use promo code discount 'JEFFR'
- Review pricing options

For companies with energy costs OVER \$5,000/month (or if you are unsure of your usage):

Complete the information request form at <https://www.greateasternenergy.com/jeffr/>

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