

# How to Start Making Friends with Your Commercial Foodservice Customers



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Presentation by:  
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Director of Education

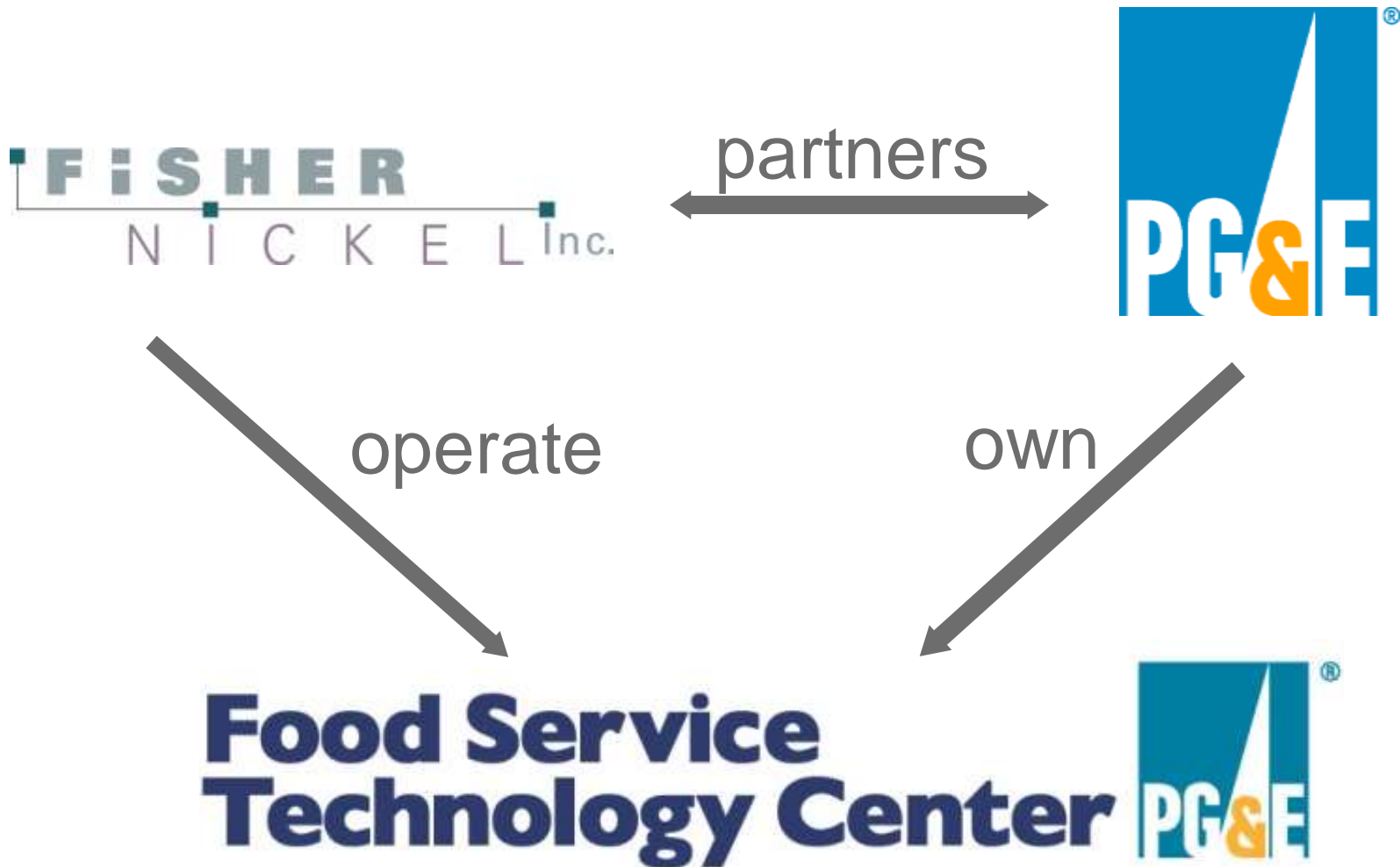


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**Food Service  
Technology Center**



# 27 Years of Partnership



What is the Food Service  
Technology Center?

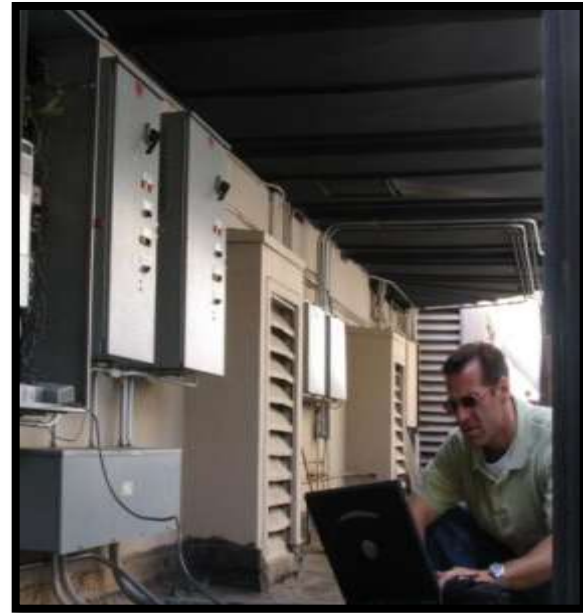
# The FSTC Lab and Standard Test Methods (STM)



STMs generate “MPG” numbers  
for food service equipment

# On-site Energy Monitoring

**Gather data necessary to evaluate and validate energy use and performance**





# Direct Customer Support

## Energy Surveys and Design Consultation



# Outreach: Direct and Remote



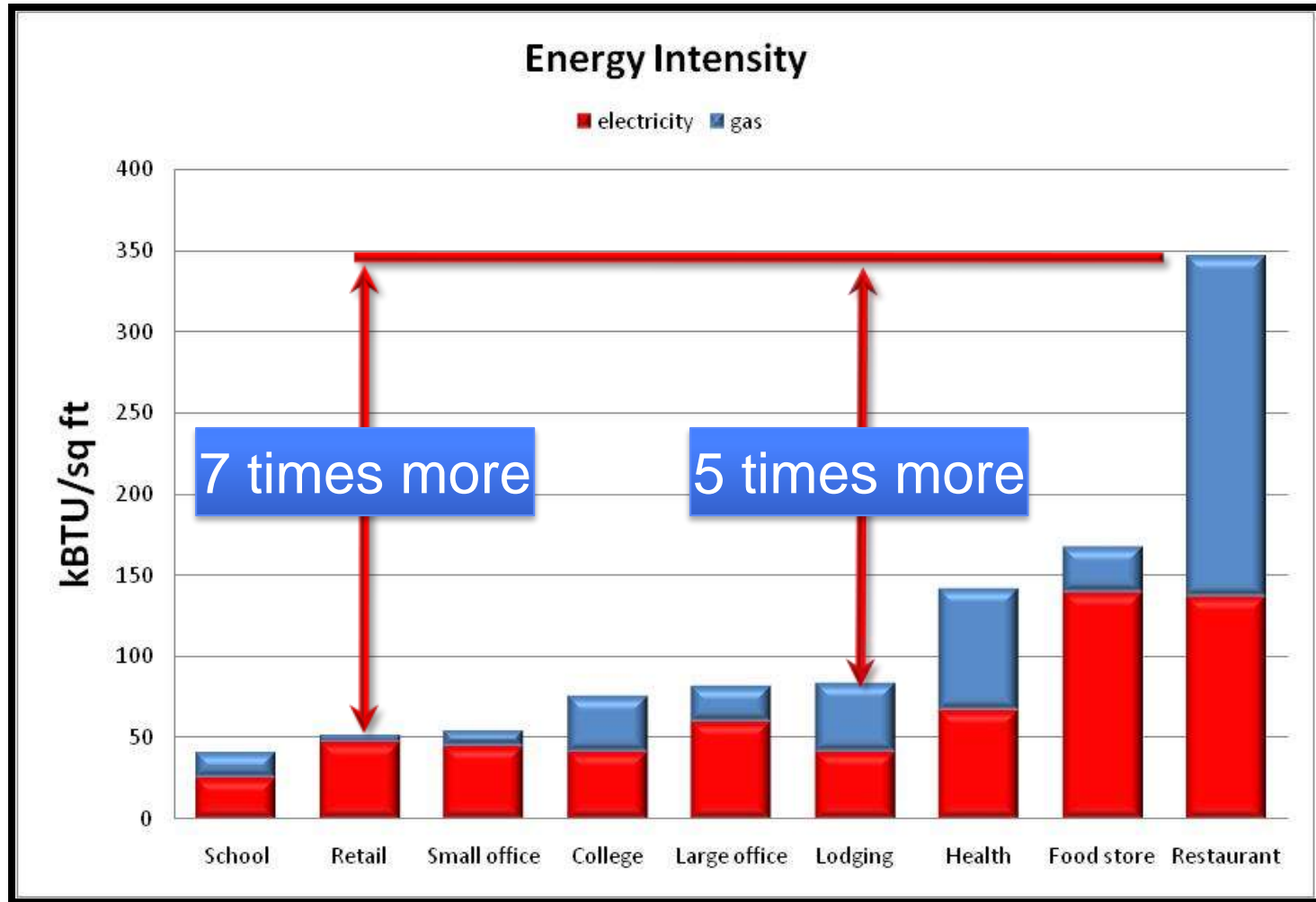


Our Mission is to bring “MPG”  
and Performance information  
to the entire  
commercial food service world.

Why should you pay attention  
to your  
foodservice customers?

A little perspective...

# Food Service is Energy Intensive!



Source: [www.energy.ca.gov/2006publications/CEC-400-2006-005/CEC-400-2006-005.PDF](http://www.energy.ca.gov/2006publications/CEC-400-2006-005/CEC-400-2006-005.PDF)

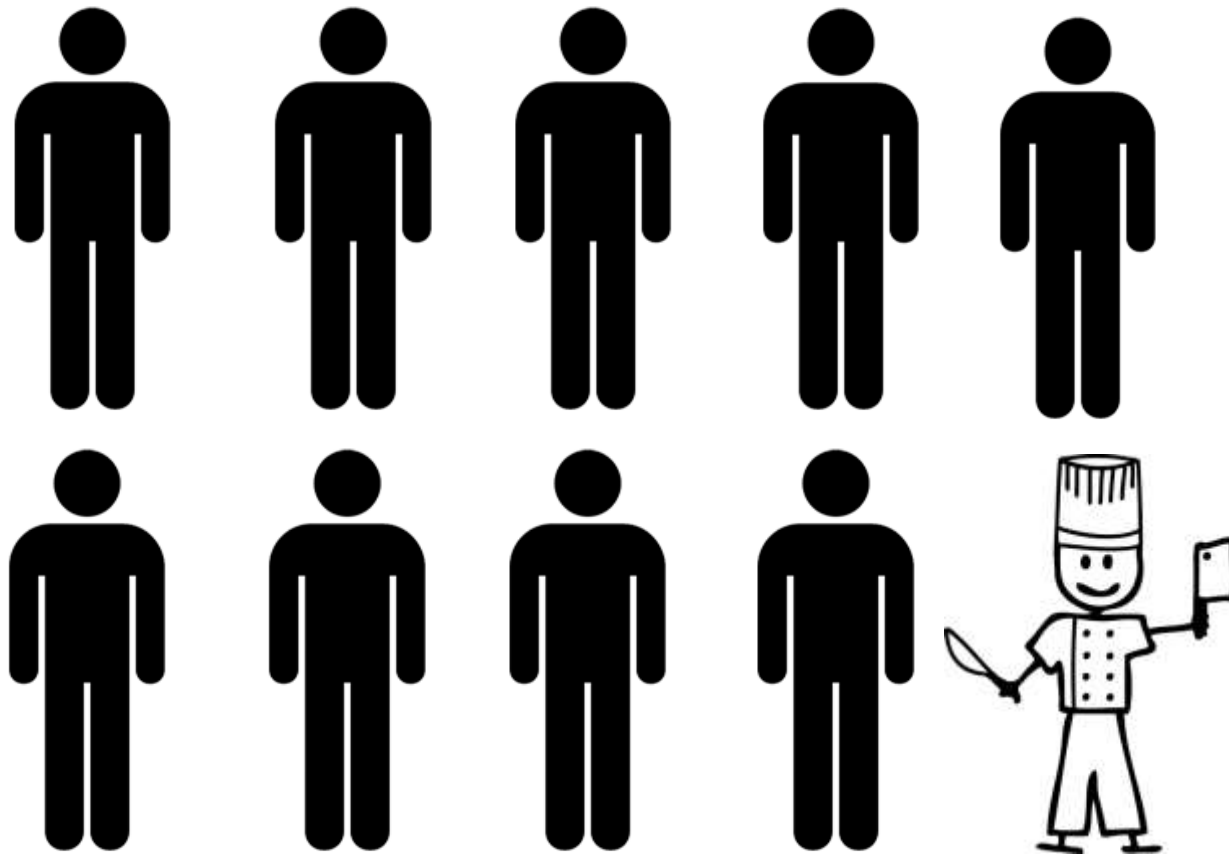
# How much energy does the food service industry buy?



**\$35 Billion a Year\***

**Equipment, Supply, Tabletop and Furniture = \$12 Billion\*\***

“Restaurant industry is projected to employ 13.5 million people in 2014 — about one in 10 working Americans”





Around 1.3 million workers using about  
3.5 billion dollars worth of energy





1 in 3  
**Americans'**  
**#firstjob**  
was in the  
**restaurant**  
**industry**



**SHARE** if this is your story!

Food service is one of the largest single commercial end-uses.

**Pretty much everyone is touched everyday by commercial Food service.**

But, there is a lack of information available for food service owners and operators.

Who are your  
foodservice customers?

# Han Solo?

## Restaurateur!

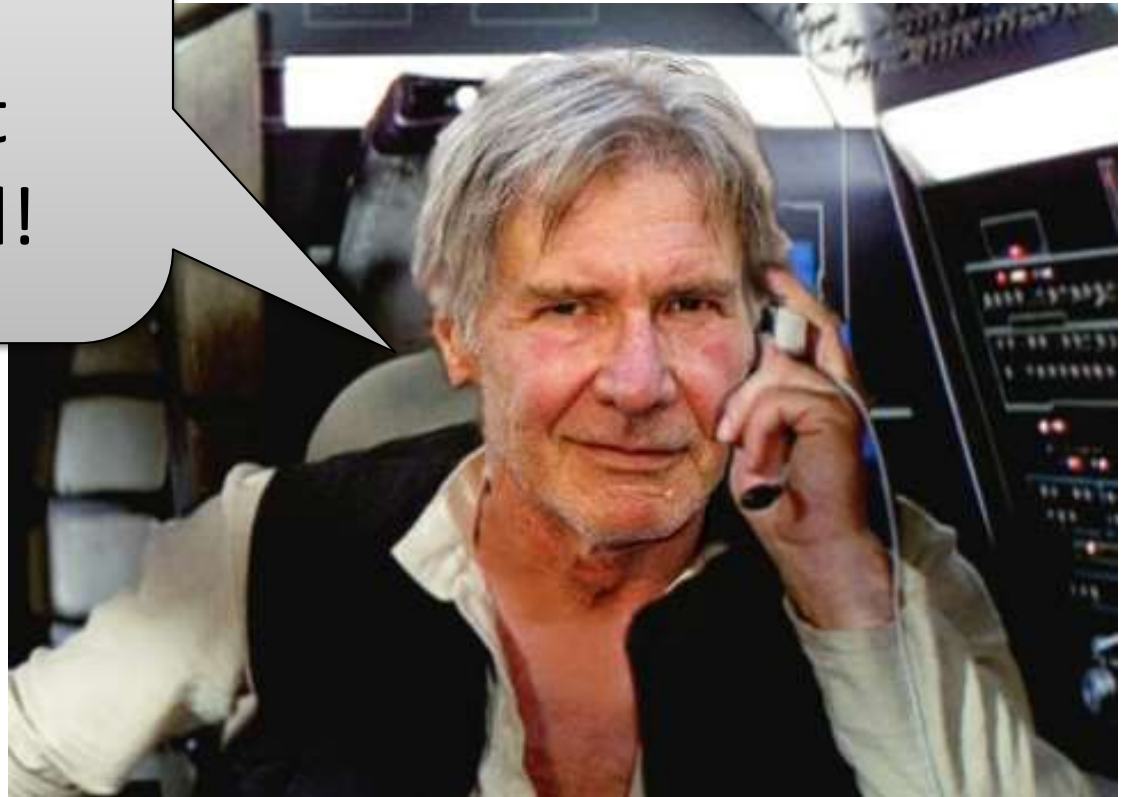
Heh, I just opened up  
a new restaurant...  
...it's called  
Light Speed Pizza





One Week Later...

Yeah, I'm still open...  
...but, damn!  
This restaurant  
business is hard!



These are hardworking busy people



# And...some major players!



# How You Can Help Your Foodservice Customers:

Science

Accessibility

Incentives

Persistence

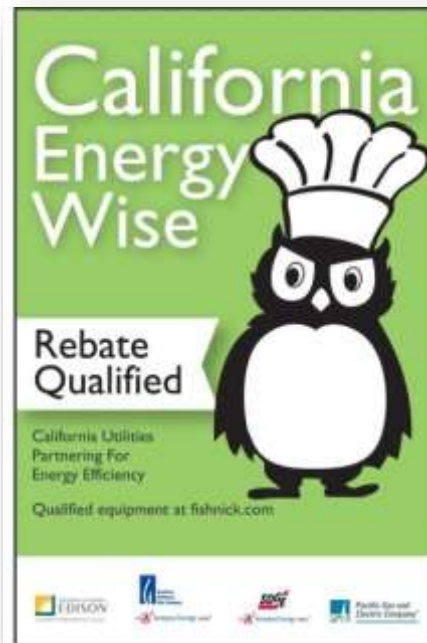


CFS = Commercial Food Service

*Just what you needed...  
another acronym*

# Science:

CFS program must be based on  
un-biased, third-party,  
lab-derived data



# **Accessibility:**

CFS program must be easy to  
find and utilize

**Food service operators at all  
levels are very busy and will  
NOT dig for your information**

Food service operators must be  
**educated**  
on the economic incentives  
of saving energy  
before they will act

























We are in the process of launching  
an **online, on-demand**  
education platform built  
specifically for foodservice

***Foodservice Energy Efficiency Expert***



Fe<sup>3</sup>

MODULE ONE  
*intro to energy efficiency*

# SUSTAINABILITY

BEYOND *the* PLATE



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# Incentives:



Rebates are a good way to move  
the market if...

they are easy to find and use

they are generous

they are legitimate

# **Persistence:**

Choose food service champions  
(who know something about CFS)  
and keep them on the task long  
enough to get something done

**Persistence:**

**And give them the tools  
(education, incentives, promotion)  
to get it done!**

**Bottom Line:**  
**Commercial Food Service is an**  
**important but underserved**  
**customer segment**

**We should all work**  
**to change that!**

*Thanks!* **be  
energy  
wise**

**save energy, save money,  
save the environment.**



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