



# ENERGY STAR<sup>®</sup> Dealer & Distributor Toolkit

Selling ENERGY STAR CFS Equipment





## Objectives

- Provide an overview of ENERGY STAR
- Share the nine ENERGY STAR commercial food service equipment product categories
- Introduce the Dealer and Distributor Toolkit
- Step-by-step overview of the Dealer and Distributor Toolkit
- Explore the benefits of becoming an ENERGY STAR Partner

## ENERGY STAR Overview

- Voluntary **partnership** among government, business and consumers to save money and protect our climate through energy efficiency
- Offers customers high-quality equipment that is tested by **third-party accredited labs and certification bodies** using the latest standards
- Saves end-users **energy, water, and money** in the front- and back-of-house
- ENERGY STAR certified equipment has a **lower total cost of ownership** over time



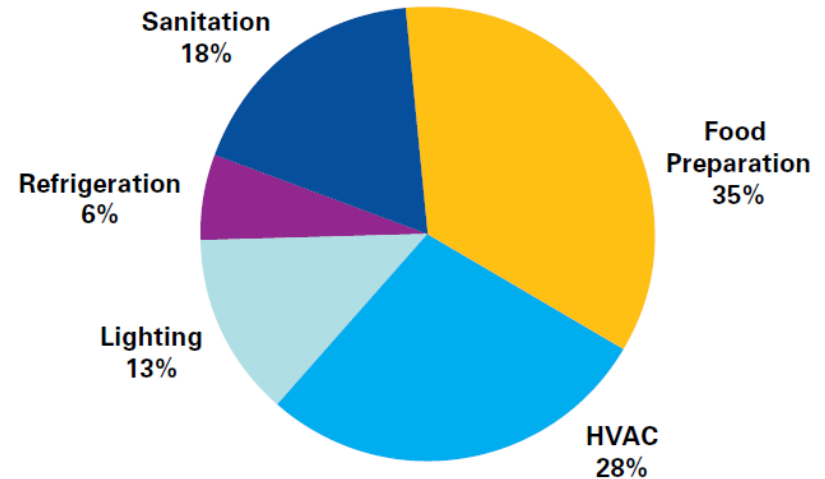


## ENERGY STAR Commercial Foodservice Product Categories

- The ENERGY STAR Program offers nine commercial foodservice equipment product categories:

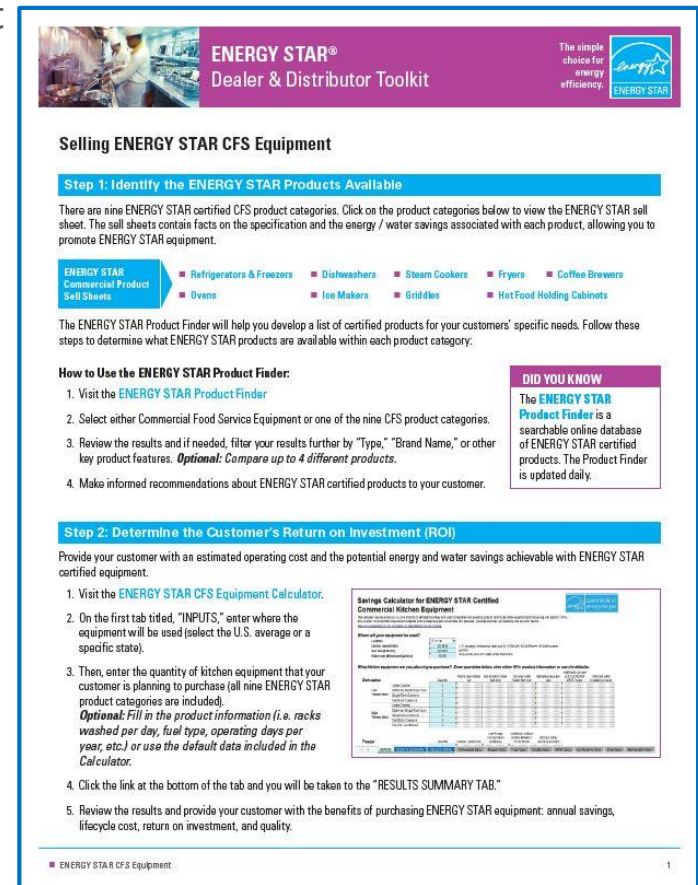
- Dishwashers
- Fryers
- Griddles
- Hot Food Holding Cabinets
- Ice Makers
- Ovens
- Refrigerators and Freezers
- Steam Cookers
- Coffee Brewers

**Example of the Average Energy Consumption in a Full-Service Restaurant**  
(British Thermal Units [Btu])



## Dealer and Distributor Toolkit

- **Purpose:** To arm you with information on ENERGY STAR, making you the expert on selling energy efficient equipment.
- **How it was created:**
  - “Shadowed” and interviewed dealers to understand what information is helpful when selling ENERGY STAR equipment
  - Plan to continuously tweak the Toolkit to ensure it’s useful for you
  - Suggestions and ideas are encouraged! Email: [CommercialFoodService@energystar.gov](mailto:CommercialFoodService@energystar.gov)
- **How to use it:**
  - Distribute to employees
  - Use it during training sessions
  - Cobrand it with your logo
  - Share it with your reps



**ENERGY STAR® Dealer & Distributor Toolkit**

The simple choice for energy efficiency

### Selling ENERGY STAR CFS Equipment

**Step 1: Identify the ENERGY STAR Products Available**

There are nine ENERGY STAR certified CFS product categories. Click on the product categories below to view the ENERGY STAR sell sheet. The sell sheets contain facts on the specification and the energy / water savings associated with each product, allowing you to promote ENERGY STAR equipment.

**ENERGY STAR Commercial Product Sell Sheets**

- Refrigerators & Freezers
- Dishwashers
- Steam Cookers
- Fryers
- Coffee Brewers
- Ovens
- Ice Makers
- Griddles
- Hot Food Holding Cabinets

The ENERGY STAR Product Finder will help you develop a list of certified products for your customers' specific needs. Follow these steps to determine what ENERGY STAR products are available within each product category:

**How to Use the ENERGY STAR Product Finder:**

1. Visit the [ENERGY STAR Product Finder](#)
2. Select either Commercial Food Service Equipment or one of the nine CFS product categories.
3. Review the results and if needed, filter your results further by "Type," "Brand Name," or other key product features. *Optional: Compare up to 4 different products.*
4. Make informed recommendations about ENERGY STAR certified products to your customer.

**DID YOU KNOW**  
The ENERGY STAR Product Finder is a searchable online database of ENERGY STAR certified products. The Product Finder is updated daily.

**Step 2: Determine the Customer's Return on Investment (ROI)**

Provide your customer with an estimated operating cost and the potential energy and water savings achievable with ENERGY STAR certified equipment.

1. Visit the [ENERGY STAR CFS Equipment Calculator](#).
2. On the first tab titled, "INPUTS," enter where the equipment will be used (select the U.S. average or a specific state).
3. Then, enter the quantity of kitchen equipment that your customer is planning to purchase (all nine ENERGY STAR product categories are included). *Optional: Fill in the product information (i.e. racks washed per day, fuel type, operating days per year, etc.) or use the default data included in the Calculator.*
4. Click the link at the bottom of the tab and you will be taken to the "RESULTS SUMMARY TAB."
5. Review the results and provide your customer with the benefits of purchasing ENERGY STAR equipment: annual savings, lifecycle cost, return on investment, and quality.

ENERGY STAR CFS Equipment



# Dealer and Distributor Toolkit

## Step-by-Step Overview



## Step 1: Identify Products that have Earned the ENERGY STAR

- ENERGY STAR certification is available for nine commercial food service product categories.
  - Click on the product categories found in the [Dealer and Distributor Toolkit](#) to view the ENERGY STAR Sell Sheet.
  - You can use the facts on the Sell Sheets to promote ENERGY STAR equipment.

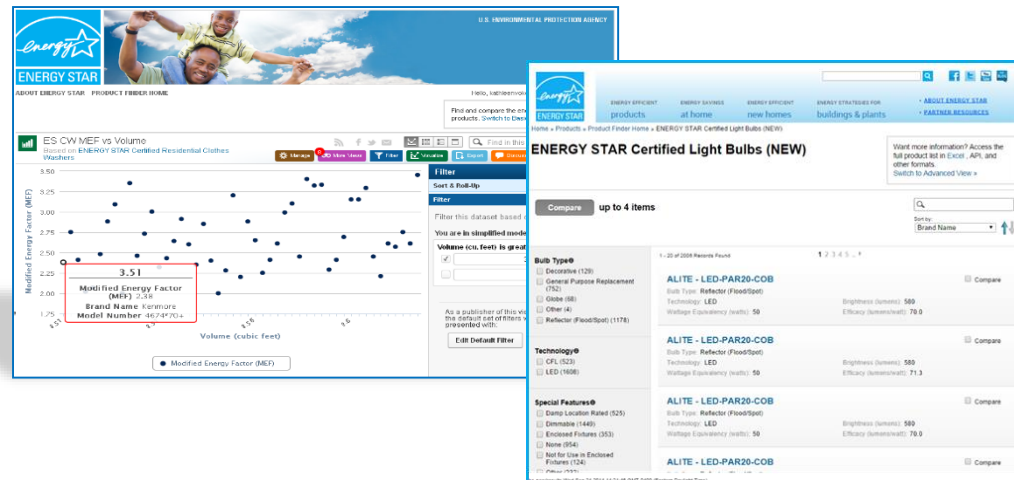
### ENERGY STAR Commercial Product Sell Sheets

- Refrigerators & Freezers
- Dishwashers
- Steam Cookers
- Fryers
- Coffee Brewers
- Ovens
- Ice Makers
- Griddles
- Hot Food Holding Cabinets

- The ENERGY STAR Product Finder is a searchable online database of all ENERGY STAR certified products.
  - It will help you develop a list of available products based on your customers' needs.
  - Visit [www.energystar.gov/productfinder](http://www.energystar.gov/productfinder)

## How to Use the ENERGY STAR Product Finder

1. Visit [www.energystar.gov/productfinder](http://www.energystar.gov/productfinder)
2. Select “Commercial Food Service Equipment” or one of the nine CFS categories
3. Review the results and if needed, filter your results further by “Type,” “Brand Name,” or other key product features
  - You can compare up to four different products
4. Make informed recommendations about ENERGY STAR certified products to your customer







## Step 2: Determine the Customer's Return on Investment (ROI)

- ENERGY STAR certified equipment will reduce your customer's energy use and utility bill.
  - Explain the math behind the energy and non-energy (e.g. oil) savings
  - The savings over the products lifetime are often greater than the initial cost of the equipment
- Determine the estimated operating cost and energy savings using the ENERGY STAR CFS Savings Calculator.

**Refer to the Dealer and Distributor Toolkit for instructions on using the calculator.**

### Savings Calculator for ENERGY STAR Certified Commercial Kitchen Equipment

This calculator was developed by U.S. EPA and DOE to estimate the energy and water consumption and operating costs of commercial kitchen equipment and to compare with ENERGY STAR. The ENERGY STAR Certified products are compared to the baseline average 110-volt/60-hertz electric and gas products for the same use and size. [www.energystar.gov](http://www.energystar.gov) for information on other ENERGY STAR products.

**Where will your equipment be used?**

Location:	<input type="text" value="U.S. Home"/>	<input type="checkbox"/>
Location (select one):	<input type="text" value="US Home"/>	<input checked="" type="checkbox"/> U.S. average commercial rates and 110-volt/60-hertz, 50-60000 Btu, 50-100000 Btu
Location (select one):	<input type="text" value="US Home"/>	<input type="checkbox"/> 60/10000
Water rate (3000000 gallons):	<input type="text" value="\$0.00"/>	<input type="checkbox"/> For more information, visit: <a href="#">energystar.gov</a>

**What kitchen equipment are you planning to purchase? Enter quantities below, then either fill in product information or use the defaults.**

	Quantity	Radio valves per cup	Callington water bottles	Booster water loads /ed/ops	Operating days per year	Additional cost over unit for ENERGY STAR model	Default utility pricing amount
<b>Dishwasher</b>							
Under Counter	<input type="text" value="0"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
Station Break Tank Clear	<input type="text" value="0"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
<b>Low Temperature</b>							
Single Tank Conveyor	<input type="text" value="0"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
Multi Tank Conveyor	<input type="text" value="0"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
Under Counter	<input type="text" value="0"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
<b>High Temperature</b>							
Station Break Tank Clear	<input type="text" value="0"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
Single Tank Conveyor	<input type="text" value="0"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
Multi Tank Conveyor	<input type="text" value="0"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
Hot, Pan, and Oven	<input type="text" value="0"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
<b>Freezer</b>							
	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>

Home    Restaurant    Retail    Office    School    Hospital    Government    Other



## Step 3: Identify Rebates

- **ENERGY STAR Rebates**
  - Rebates reduce the upfront cost of the equipment and should be leveraged during the sales process
  - By understanding what ENERGY STAR rebates are available, you can become a trusted advisor to your customers
  - Customers can save an **additional** \$25–\$1,600 with utility rebates
- **Question on rebates or how to apply?**
  - Reach out to your utility directly or visit their website
    - Visit [ENERGY STAR's DIME Tool](#) to locate utility contact information
  - Leverage ENERGY STAR's team of regional Account Managers who support utilities across the U.S.
  - If you have specific questions on programs in your region or are interested in working with a utility, send an email to [CommercialFoodService@energystar.gov](mailto:CommercialFoodService@energystar.gov)



## How to Use the ENERGY STAR Rebate Finder

To find out what rebates are offered in your customer's region, follow these steps:

1. Visit [www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder).
2. Enter your customer's zip code (final installation location) into the box to find rebates specific to their region.
3. On the next webpage, filter the incentives by product category on the left-hand side.
4. Once selected, you will see a list of incentives offered for the equipment you specified. Visit the utilities' websites to learn more.

The screenshot shows the "Find Product Rebates & Other Special Offers" page. It features a green icon of a dollar bill with a circular arrow, indicating a rebate. Below the icon, there is a text box that says "Enter your zip code in the box below to find rebates and other special offers available in your area." To the right of this text box, there are three numbered steps: 1. Enter your zip code to see a list of rebates and offers in your area. 2. Narrow the results to the product categories of interest to you. 3. Connect to utility websites for details on how to cash in. At the bottom of the page, there is a green bar with the text "Enter your zip code to begin." followed by a white input field containing "All Zip Codes" and a blue button labeled "FIND REBATES".



## Step 4: Looking for More Information on Each Product?

- Click on the product categories at the bottom of the [Dealer and Distributor Toolkit](#) to visit the product category-specific webpage.

ENERGY STAR Commercial Products

- Refrigerators & Freezers
- Dishwashers
- Steam Cookers
- Fryers
- Coffee Brewers
- Ovens
- Ice Makers
- Griddles
- Hot Food Holding Cabinets



## Step 5: Package the Quote

- Compile the information on the annual savings, lifetime savings, ROI, and rebates and share it with your customer.

### ENERGY STAR Commercial Product Sell Sheets

- Refrigerators & Freezers
- Ovens
- Dishwashers
- Ice Makers
- Steam Cookers
- Griddles
- Fryers
- Hot Food Holding Cabinets
- Coffee Brewers

### Savings Calculator for ENERGY STAR Certified Commercial Equipment

This calculator is developed by U.S. EPA and DOE to estimate the energy and water consumption and operating costs of commercial kitchen equipment and the savings with ENERGY STAR. ENERGY STAR Certified products are designed to be more energy and water efficient than standard products. [www.energystar.gov/energy\\_star/energy\\_star\\_products](http://www.energystar.gov/energy_star/energy_star_products)

#### Where will your equipment be used?

Location:   
 State:   
 City:   
 Zip:   
 Water rate (\$/gallon):

#### What kitchen equipment are you planning to purchase? Enter quantities below, then either click in product information or use the defaults.

Dishwasher	Quantity	Radio Shack part #	Duration/water factor	Water/water factor/100 lbs	Operating days per year	Additional cost per unit (ENERGY STAR logo)	Default unit price/price point
Under Counter	1						
Stationary Single Tank Case	1						
Countertop	1						
Single Tank Conveyor	1						
Full Tank Conveyor	1						
Under Counter	1						
Stationary Single Tank	1						
Stationary Conveyor	1						
Full Tank Conveyor	1						
Full Tank and Island	1						

### Find Product Rebates & Other Special Offers

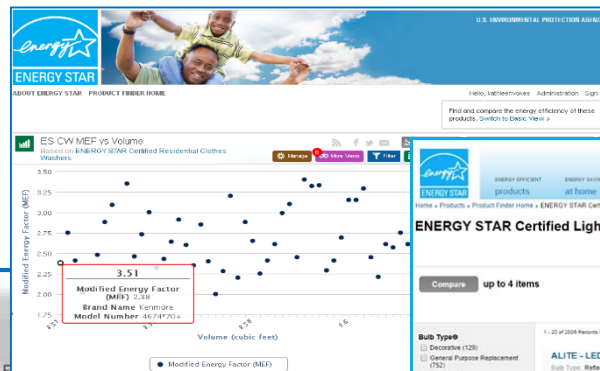


Enter your zip code in the box below to find rebates and other special offers available in your area.

1. Find rebates and offers in your area.
2. Narrow the results to the product categories of interest to you.
3. Connect to utility websites for details on how to cash in.

Enter your zip code to begin.

[FIND REBATES](#)



### ENERGY STAR Certified Light Bulbs (NEW)

Compare up to 4 items

Bulb Type	Technology	Special Features	Brightness (lumens)	Efficiency (lumens/watt)
ALITE - LED-PAR20-COB	LED	None (354)	500	75.0
ALITE - LED-PAR20-COB	LED	None (354)	500	75.0
ALITE - LED-PAR20-COB	LED	None (354)	500	75.0
ALITE - LED-PAR20-COB	LED	None (354)	500	75.0



## Becoming an ENERGY STAR Partner



## Did You Know?

**Dealers and distributors can join as ENERGY STAR Partners.**

### Benefits of Becoming a Partner:

- **Ongoing** marketing **support** from ENERGY STAR team
- Leverage the **ENERGY STAR brand** to increase sales
- Join a network of over **2,000 manufacturing partners**, **2,600 retail partners**, and **700 utilities**
- Use ENERGY STAR tools, resources and materials to **increase sales**
- Position yourself as an **ENERGY STAR expert** through **regular updates** on ENERGY STAR **specification changes** to better inform customers



## Why Partner with ENERGY STAR?

### ENERGY STAR Partners have access to:

- Meetings with EPA to share your needs or challenges and identify opportunities to work together
- Customized trainings developed for you to share information on energy, cost, and non-energy savings
- Case studies featuring you and your customers who use ENERGY STAR equipment
- Being included on the [ENERGY STAR Where to Buy List](#) – a list of ENERGY STAR Dealer and Distributor Partners and their locations
- Access to utilities in your region to explore rebate opportunities
- Co-brandable marketing and educational materials





## Marketing and Sales Materials

ENERGY STAR has ready-to-use marketing materials that can be co-branded with your logo.

- ENERGY STAR Restaurant Guide
- ENERGY STAR Dealer and Distributor Toolkit
- ENERGY STAR Foodservice Equipment Savings
- Sell Sheets (one for each product category)
  - Commercial Coffee Brewers
  - Commercial Griddles
  - Commercial Fryers
  - Commercial Steam Cookers
  - Commercial Hot Food Holding Cabinets
  - Commercial Ovens
  - Commercial Ice Makers
  - Commercial Refrigerators and Freezers
  - Commercial Dishwashers

**LEARN MORE AT** [energystar.gov](http://energystar.gov)

ENERGY STAR® is a U.S. Environmental Protection Agency program, helps us all save money and protect our environment through energy-efficient products and practices. For more information, visit [www.energystar.gov](http://www.energystar.gov).

**BENEFITS OF ENERGY STAR® CERTIFIED COMMERCIAL FOOD SERVICE (CFS) EQUIPMENT**  
**Commercial Fryers**

Commercial fryers that have earned the ENERGY STAR are approximately 28 percent more energy efficient than standard models. Large vat fryers that have earned the ENERGY STAR are up to 38 percent more energy efficient than standard models. To meet the energy efficiency requirements developed by the U.S. Environmental Protection Agency's ENERGY STAR program, manufacturers use high quality components and energy innovative designs.

**Eligible Products:** Gas and electric open deep-fat fryers, including standard frypot sizes (2-12 inches and < 18 inches wide) and large vat fryers (18 to 28 inches wide). Countertop and floor type models are eligible for the ENERGY STAR.

**Heatable Products:** Closed vat fryers and fryers with vats measuring < 12 inches wide or > 28 inches wide.

**EXAMPLES OF TECHNICAL APPROACHES TO REDUCE ENERGY CONSUMPTION**

- Advanced gas heat exchanger designs
- Advanced electrical heat transfer technologies
- Thermostats with improved accuracy
- Frypot insulation (electric only)

**EXAMPLES OF ADDITIONAL BENEFITS**

- Continuous production capacity & higher pound-per-hour production rates
- Quicker recovery, allowing for continuous production
- Improved oil conservation and management, improved ease of cleaning
- Extended product lifetime

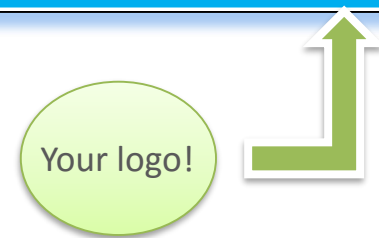
**ESTIMATED ENERGY AND COST SAVINGS FOR ENERGY STAR CERTIFIED MODELS**

Gas Models	Electric Models
<p>Standard Large Vat Annual Savings</p> <p>\$440,000</p>	<p>Standard Large Vat Annual Savings</p> <p>\$100,000</p>
<p>Save 56/58 MBtu/year</p> <p>Standard Large Vat</p>	<p>Save 1,100/1,200 kWh/year</p> <p>Standard Large Vat</p>
<p>Standard Large Vat Lifetime Savings*</p> <p>\$4,800/\$5,200</p>	<p>Standard Large Vat Lifetime Savings*</p> <p>\$1,100/\$1,000</p>

\*Based on 10-year life and 4 percent discount rate. Actual savings will vary depending on use.

**Incentives available for ENERGY STAR certified fryers range from**  
**\$66-\$1,200**

Source: ENERGY STAR Commercial Food Service Incentive Guide





## Becoming an ENERGY STAR Partner

1. Visit [here](#) to join.
2. Review the [ENERGY STAR Partnership Agreement](#) and fill out pages 1 and 3.
3. Download the [ENERGY STAR Participation Form](#) for Retailers and check off the appropriate product category box(es) and fill out page 2.
4. Return the Partnership Agreement and Participation Form to: [Join@energystar.gov](mailto:Join@energystar.gov).

The screenshot displays the ENERGY STAR website's 'Retailers: Join' page. It features a navigation bar with 'ABOUT ENERGY STAR' and 'PARTNER RESOURCES'. The main content area is titled 'Retailers: Join' and includes a section for 'Eligible Organizations for ENERGY STAR'. A list of product categories is provided with checkboxes: Residential New Construction Market (ENERG), Existing Residential Market (Owner Home Pr), Existing Residential Market (Renter STRAT), Existing Commercial Building Market, New Commercial Building Market, and Industrial Market. Below this is a 'Partnership Agreement between ENERGY STAR and' form with a field for '(ENTER PARTNER NAME HERE)'. The agreement text describes the partnership with EPA and DOE, outlines partner commitments, and lists EPA/DOE efforts. The footer shows 'EPA Form No. 5505-33' and 'ENERGY STAR Partnership Agreement'.

## Questions?

- Contact Us
  - Kirsten Hesla ([Hesla.Kirsten@epa.gov](mailto:Hesla.Kirsten@epa.gov))
  - General Inquiries: [CommercialFoodService@energystar.gov](mailto:CommercialFoodService@energystar.gov)
- Resources
  - CFS website: [www.energystar.gov/CFS](http://www.energystar.gov/CFS)
  - ENERGY STAR Rebate Finder: [www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder)
  - ENERGY STAR Product Finder: [www.energystar.gov/productfinder](http://www.energystar.gov/productfinder)
  - ENERGY STAR Specifications: [www.energystar.gov/specifications](http://www.energystar.gov/specifications)

