This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Practical Lessons for Water Efficiency in Commercial Kitchens......

or How to Start Making Friends with Your Commercial Foodservice Customers







October 5th, 2016

The Project

- Commercial kitchens among the largest users of water in the commercial sector
- Most are in dire need of state-of-theart guidance on water efficiency fixtures and practices
- AWE came up with idea to publish a Commercial Kitchens Water-Use Efficiency and Best Practices Guide
- PDF form as well as web guidance
- Completion in November, 2016.



What's In the Guide

- Analyzes the major water and energy use locations in restaurants to help identify conservation opportunities
- Discusses the latest water and energy efficient equipment
- Discusses water and energy savings through low-or no-cost operational and maintenance strategies
- Provies examples of field case studies describing different water-efficiency practices and benefits at four food service establishments in the US and Canada

The Project Participants

- Alliance for Water Efficiency
- Food Service Technology Center
- Metropolitan Water District of Southern California
- East Bay Municipal Utility District (California)
- Region of Waterloo (Canada)
- Aquieous (Texas)

Richard Young

Director of Education

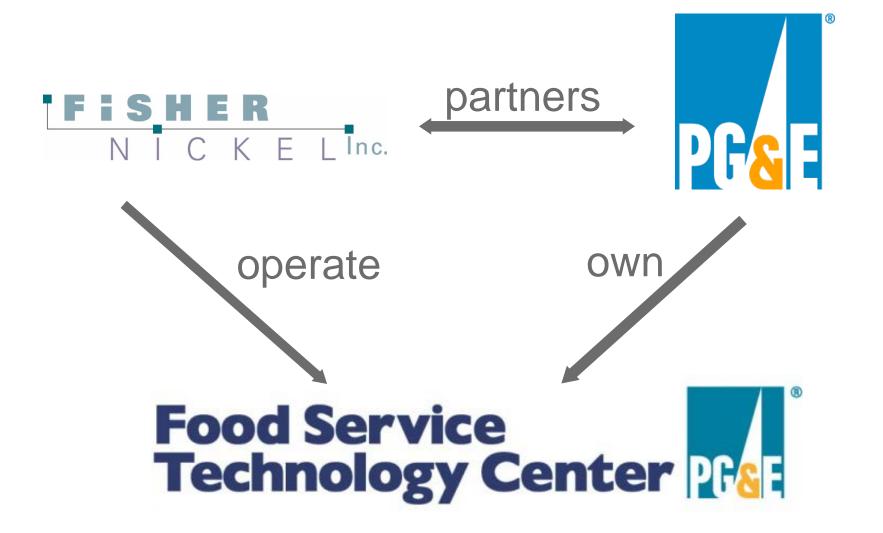




Food Service Technology Center



27 Years of Partnership



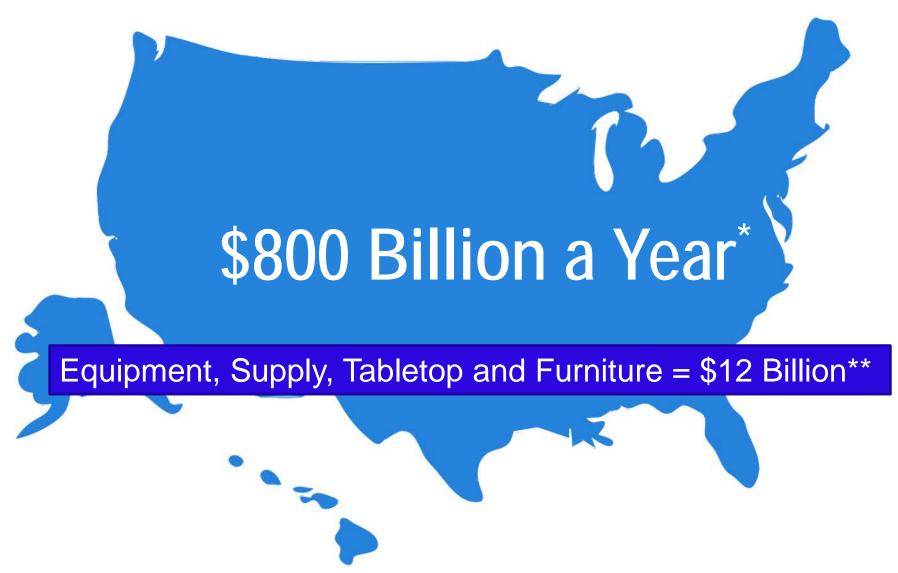
Today's Menu

- 1. How to influence food service operators
- 2. How to use the Best Practices Guide
- 3. The Dipper Well Case Study

Why should you pay attention to your foodservice customers?

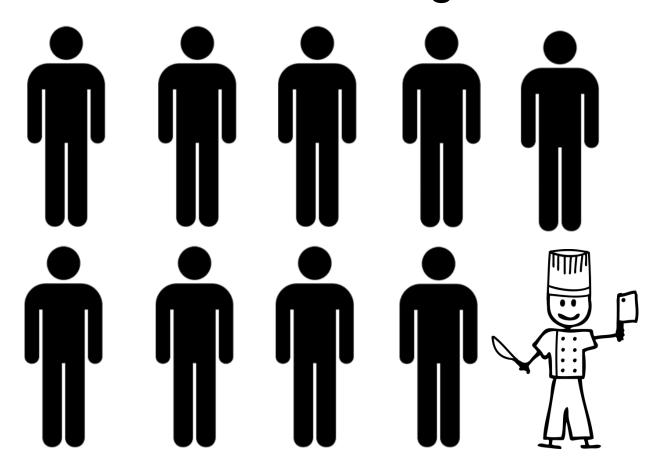
A little perspective...

How big is the food service industry?



**Source: MAFSI

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





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?

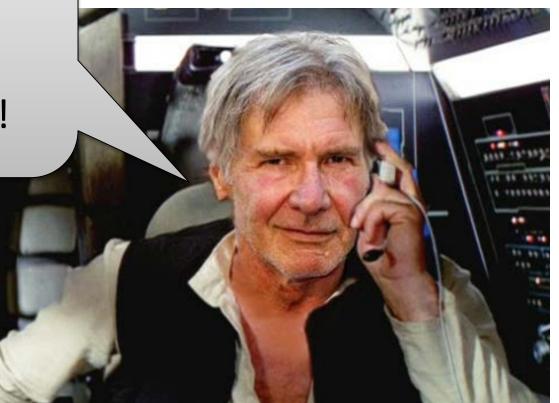
Han Solo? Restaurateur!

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!





This is a relationship driven industry

How You Can Help Your Foodservice Customers:

Science
Accessibility
Incentives
Persistence

CFS = Commercial Food Service

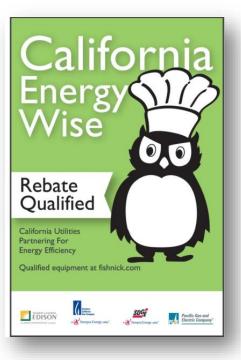
Just what you needed... another acronym

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







Incentives:



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

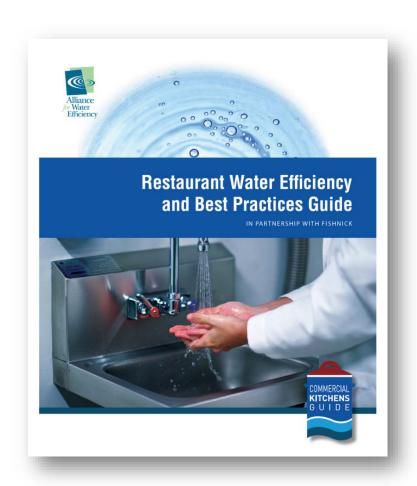
they are easy to find and use they are generous they are legitimate

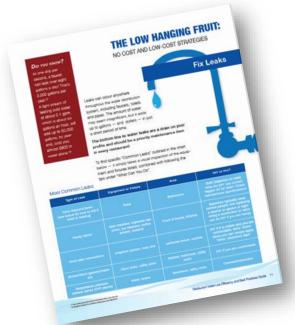
Persistence:

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

Guide for Food Service

- For food service end users at all levels
- Guide will be simple, straight-forward, and highly readable
- Tips will be practical and actionable
- Pick it up, become interested, take action

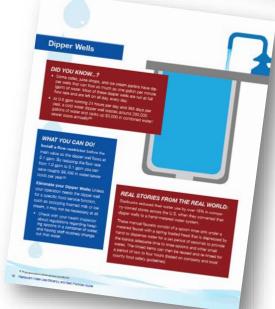












Use the Guide to Communicate with your food service customers

Build a relationship

Dipper Well Case Study



167 Gallons/Day

\$978/yr*



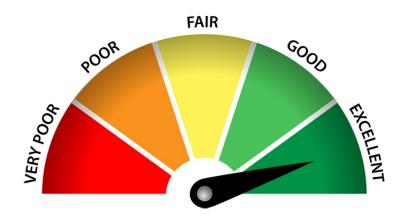
9.6 Gallons/Day

\$57/yr*

Dipper Well Case Study

\$900+ water savings

\$150 capital cost





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

We should all work to change that!

DONATE

Calendar

Resource Library Our Work Committees

search

Go

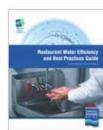
Our Work

The Alliance for Water Efficiency has undertaken significant workload, completed numerous projects and published research reports on a variety of topics related to water sustainability. Working independently and occasionally partnering with like-minded organizations, AWE strives to deliver in-depth information on these important subjects.

2016

Commercial Efficiency: Restaurant Water Efficiency and Best Practices Guide (coming November 2016)

This best practices guide is designed for members of the commercial kitchens, food service, and hospitality industries. It covers day-to-day best practices, case study summaries, and strategies for efficient management of the most common high-use equipment.



End-User Tool: Water Conservation Tracking Tool

The Tracking Tool is an Excel-based model that can evaluate the water savings, costs, and benefits of conservation programs for a specific water utility, using either English or Metric units.

Net Blue: Water Offset Policies for Water-Neutral Community Growth

Net Blue is a collaborative initiative to support sustainable community growth and develop a model ordinance communities can tailor to create a water demand offset approach that meets their needs.

Drought: Managing Drought: Learning from Australia

A report providing an overview of key events and initiatives implemented in Australia's four largest cities. The strategies developed during Australia's decade-long millennium drought provide a powerful resource.

Indoor Plumbing Efficiency: The Status of Legislation, Regulation, Codes & Standards on Green Indoor Plumbing Water Efficiency [PDF]



DONATE

Calendar

News

Resource Library

Our Work Committees

search

Go

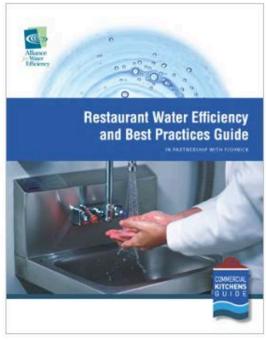
home » news

Commercial Kitchens Guide Restaurant Water Efficiency and Best Practices Guide

2016-09-30

The Alliance for Water Efficiency identified the commercial kitchen setting as a place where significant water savings could be realized. It then sought to create a resource that would provide a broad understanding of both the importance and benefits of efficiency in commercial grade kitchens. At the same time, the resource would provide case studies, equipment-specific information, and other actionable information items for those in the restaurant and hospitality industry.

After identifying the need for an up-to-date and actionable resource for commercial kitchens, the Alliance for Water Efficiency worked with Fisher-Nickel, Inc., Aiqueous, Metropolitan Water District of Southern California, Region of Waterloo, and East Bay Municipal Utility District, to develop and design the Restaurant Water Efficiency and Best Practices Guide. Together, it was decided that the Guide should be less a technical manual, and more a concise and straightforward resource for those inside the commercial kitchen industry: the Guide is less than 50 pages, but is a comprehensive resource that is full of easily digestible information and graphic representations that can help a restaurant manager make more water efficient decisions.



Watch for the Guide in November! www.a4we.org



