

electric cooking

advantage



► It's All About Efficiency

believe it or not, the principles for building a winning racecar apply to building a winning foodservice operation. In racing, you need an efficient car and crew to win. In the foodservice industry, too many foodservice operators buy the least expensive cooking equipment they think they can get by with. They think that one piece of equipment is the same as another, and if it's out of sight of the customer, it really doesn't matter.

So why should we spend extra money and purchase efficiency? Efficiency equals profitability, which will help you win the foodservice race. Two types of components affect the efficiency of a foodservice operation, mechanical and non-mechanical.

Mechanical Components

The Engine. The engine is the most important of the mechanical components because it provides the power. The cooking equipment used in a foodservice facility is the engine, so you should select cooking equipment with a proven ability to produce the most and highest quality food per hour.

Not all engines are the same, even though they may look the same. There are three-foot griddles that can cook 175 quarter-pound, frozen hamburgers per hour at 68% efficiency, while the inexpensive models cook only 132 at 39% efficiency per hour. If both

griddle plates are the same size, how can there be such a difference in production rates? Efficiency. If your business is focused on hamburger sales, you want the griddle that will produce 43 more hamburgers per hour. More burgers per hour equals more sales per day.

Transmission. The transmission transfers energy from the engine to the rear wheels, but not all at once. In a typical restaurant, the cooking equipment keeps up with demand during a rush period. But too many restaurants can't keep up with their business potential. Patrons are still coming in their front doors, but the kitchen is "in the weeds." Service staff are clamoring for orders, and the equipment is maxed out. Does this sound familiar? If so, you need a bigger engine.

Rear Axle and Tires. The rear axle takes the energy from the transmission and transfers it to the tires. Maximum traction occurs



when the service staff is able to plate, bag and deliver food to patrons as quickly as it is cooked.

The new cooking technology by Turbo Chef combines superheated air with microwaves
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Electric Broiling with Burger King

mark Ordway sees an improvement in the bottom line. Crew members find their jobs a little easier. And the customers can't tell a difference. They're still consuming 1,000 tasty burgers daily at the Burger King® in Ozark, Alabama.

The difference for Ordway and his staff is the electric broiler. "The major advantage of electric is the reduced maintenance cost," says Ordway, Vice President - Operations for Golden Apple Management Company.
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▶ Testing and Expertise

by using one of Georgia Power's electric demonstration kitchens, you can "try before you buy" foodservice equipment for your commercial kitchen, which saves you the hassle of researching equipment and possibly even buying the wrong equipment. Our kitchens have all the latest electric equipment in one convenient location, and you can even try them out with your own products. You may use any equipment available at our demo kitchen, or with advance notice, we can bring in any equipment you choose.

With the added expertise of our foodservice team members and the use of the test kitchen, you can be confident you'll make the right choice on your next foodservice equipment purchase. To schedule an equipment test or demonstration, please contact the Georgia Power foodservice team at 1-888-655-5888 or gpcfoodservice@southernco.com.



It's All About Efficiency *Cont. from Page 1*

to cook food in a fraction of the time of conventional ovens. These ovens cook on average 12 times more food per hour than a conventional, comparably sized oven. This is what efficiency means — being able to cook more food, faster and better than with old technologies.

Non-mechanical Components

Body and Alignment. The body design determines how much drag will be exerted on the car. And alignment keeps the wheels from going in different directions. In energy efficient ovens, airflow is enhanced by making all interior corners coved, which improves cooking performance and coloration. These improvements have slightly increased manufacturing costs, but payback is fast on the investment in energy efficient equipment.

Insulating equipment can dramatically improve efficiency. In a recent test, Legion filled one insulated and one non-insulated kettle with 40 gallons of water, in a room with ambient air of 72F. The water in both kettles was heated to 182F, and allowed to cycle for one day before testing was done for wattage to maintain a water temperature of 182F. Energy was measured for exactly one hour. It took 1743 watts to maintain the un-insulated kettle and only 624.6 watts to maintain the insulated kettle. This is a whopping 1118 watts (64%) savings in one hour.

The Driver. The driver is also key to efficiency and performance. Chefs can only prepare food as fast as the equipment will let them. This is where technology has changed everything. No longer is a cook captive to a big gas range top covered with stockpots. Stockpot cooking is slow and inefficient, since the heat is focused on the bottom of the pot. In today's efficient kitchens, a kettle, braising pan, steamer, convection oven or other vehicle is much faster and more efficient.

Today's cooking equipment has autopilot features that almost do all the driving for you. With solid-state control systems and integrated circuits, the equipment actually tells the cook when to put the food in and controls all times and temperatures throughout the cooking cycle. Food is cooked faster and with greater quality control. Henny Penny and Rational are selling combination ovens — the Smart Cooking System™ and the SelfCooking Center® — that do exactly what their names imply.

Skilled Pit Crew. A skilled pit crew is the last factor that can affect performance and efficiency. They keep a car running at peak performance by changing tires and set-up throughout a race.

The wait staff in a restaurant is the pit crew. Turning tables and keeping patrons happy is their job. If food orders are not ready for pick up because the equipment is slow, not only will you not win the race, chances are good that your patrons won't come back.

Efficiency makes the difference between operating at your maximum potential and being held hostage by your equipment's potential. Buying efficient equipment will enhance your productivity, improve your operational performance, and position your business for success and profitability. Building the winning foodservice operation will position you for many checkered flags, with all the prize money and the fame that goes with winning.

For assistance with selecting energy efficient cooking equipment, go to:

www.foodservicetechnologycenter.com/publications/reportlist/

<http://foodservicecouncil.com> (click on Current Members, then Electric Utility Members)

www.foodservicetechnologycenter.com/saveenergy/energystar/

Burger King *Cont. from Page 1*

Golden Apple owns the Ozark location and 43 other Burger King restaurants in Alabama, Florida and Georgia. "Replacement elements are about a third the cost of gas burners, and their life-span is longer. Plus, they only have about half the parts of a gas broiler, so they're much easier to clean."

Crew members who clean the equipment at the Ozark restaurant can confirm that. It only takes 30 minutes to clean an electric broiler - about half the time it takes to clean a gas broiler. At a \$5.75 hourly wage, that's a savings of \$2.88 per day. It may not seem like much, but it's more than \$1,000 per restaurant and over \$45,000 saved each year.

Ordway has been so pleased with his equipment that he's installed electric broilers in 10 more restaurants. "In fact, as we continue to build, each new store will be all-electric. We will install electric broilers, fryers and water heaters. And, when our gas equipment breaks down, we'll replace it with electric," he says.

In addition to cutting costs, electric broilers offer another advantage. "Walking through the kitchen, you can tell it's 10 to 15 degrees cooler around the electric broiler than it was near the gas broiler," Ordway says. Cooler kitchens translate into more comfortable, productive crew members.

Best of all, Burger King's burgers will taste great. "With the electric equipment, grease drips a special coating on the broiler element. This gives our burgers the true flame broiling that is the Burger King trademark," says Ordway. "And we can cook as many burgers at a time as we could with the old broilers."

For Golden Apple, electric broilers are helping cut costs, keeping employees happy and continuing to satisfy customers. That's a good day's work in any business.

▶ Strategic Equipment and Supply Corporation

It's a pleasure to highlight a company that shares Georgia Power's passion to provide exceptional client service. Strategic Equipment and Supply Corporation, the third largest foodservice equipment supplier in the U.S., enjoys a reputation for uncompromising honesty and accountability. A full service dealer providing project management, foodservice equipment, supplies and design solutions, the company often works closely with Georgia Power before developing an equipment plan for a customer.

"We like working with Strategic Equipment on projects because they consider electric power needs before ordering equipment," says Larry Stout, a technical sales representative with Georgia Power. "When Doublegate Country Club in Albany, Georgia, wanted to remodel an older kitchen, Strategic asked Georgia Power to help run tests to determine power availability."

"This kind of collaborative effort helps us create an energy-efficient, smart kitchen design and serve clients more effectively," says Stewart Campbell, Dealer Service Representative for Strategic on the Doublegate project.

Headquartered in Dallas, Texas, Strategic has offices in Albany, Atlanta and Columbus, as well as 16 additional U.S. locations. Strategic Equipment has helped open more than 10,000 restaurants worldwide, including a host of Outback Steakhouse, Chick-fil-A and Ruby Tuesday operations. The company also has serviced over 1,000 non-restaurant foodservice facilities including retail and convenience stores, healthcare facilities, schools, sports arenas, correctional facilities and hotels.

▶ Big A Distributors

Big A Distributors has successfully served the foodservice industry over 25 years of continuous operations since its founding in 1976. Fifteen years ago, the company expanded into the total foodservice market and has designed and installed complete or partial equipment packages to a wide array of end users throughout the Southeast. In their designs, they take into consideration all the elements that influence the final successful operation, and they specialize in the interior build out, remodeling or total renovation of foodservice facilities.

The company is a full line foodservice equipment dealer capable of supplying all the needed equipment for any foodservice operation, from walk-in refrigeration to dining room furniture. In addition, Big A Distributors is the factory authorized distributor for Henny Penny cooking, holding and display equipment, Handy store fixtures, and Power Soak. As part of their distributor capabilities, they have a full time service and parts department that provides warranty service, repair and parts for distributor products throughout Georgia. They also offer rebuild services for their distributor equipment lines.

Big A Distributors believes there are many benefits in using electric cooking equipment, including higher energy efficiency and productivity, a cleaner kitchen environment, and a cooler kitchen.

Big A Distributors is based in Lake City (Clayton County), Georgia and has a dedicated staff of 25 employees with extensive foodservice experience. For more information about Big A Distributors, call 404-366-6510 or 1-800-222-0298, e-mail rdenson@bigadist.com, or visit www.bigadist.com.

Valued Partner Profile





Kitchen Chat

What our Customers are Saying

"I would have been one to think that an all-electric kitchen would be cost prohibitive, but I was pleasantly surprised when I saw the savings."

Alan Marrero, District Manager, Sydran Services

"Electric fryers require minimal maintenance, eliminate pilot light problems, and easily exceed the production needs of our kitchens."

Ronnie Watts, Clayton County School System

"Our new electric cooking equipment has reduced the excess heat in our kitchen without sacrificing speed or product quality. I believe this has reduced the fatigue on my kitchen staff and saved some air conditioning costs at the same time."

Rob Atherholt, President, Alternative Dining Concepts



Myth Busters

Choosing the right cooking equipment can increase your operating efficiency, reduce your energy usage and minimize your overall operating costs. Know the facts before choosing the equipment for your kitchen.

Myth: "Electric equipment costs more to operate."

Reality: The cost of operation is about the same when you account for greater productivity, reliability, air conditioning savings and operator satisfaction.

Myth: "It takes too long to preheat electric equipment."

Reality: Excluding the range burner, electric equipment is ready to cook 10 to 40 percent faster than gas equipment.

Tips, Tricks & Myths

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