



advantageSM

► Greening of Your Operations

By Michael O. Johnson, FFCSI • Hilliker Associates - Atlanta, Inc. with special assistance from United Culinary Chef Association (UCCA)

Everywhere you turn today you see signs asking that we use less, recycle, and reuse. It's the greening of America and it's extending into our everyday lives. Travel and stay overnight, you'll see notices in the hotel rooms urging you to use your towels and washcloths more than once. Some restaurants still require you to ask for water; it's not automatically placed before you anymore.

All are signs of the "greening" taking place. In our industry several different firms and individuals are advancing this cause. By now maybe you have heard of the Chick-Fil-A operator that uses his used fryer oil to power his diesel car. This according to magazines is now being

picked up and considered throughout the country by other operators with heavy frying needs.

Others are taking it further. Some banquet operations are using pourers for sugar, pitchers for cream and small plates for butter, reducing the amount of trash being sent to the landfill. In certain counties of Georgia (soon to be in other states), all foodservice operations must submit a trash reduction plan to eliminate the landfill needs that are growing every day.

Restaurants and hotels can work with their chemical suppliers to verify that they are not using excessive amounts of chemicals to wash and sanitize dishes. Many automatic

dispensers are not calibrated correctly, causing more chemicals to be wasted. A simple correction will save money and the environment by reducing the quantity of chemicals that need to be cleaned out of the water supply.

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McDonald's and Electric Cooking – Just Lovin' It!



McDonald's veteran and multiple franchise owners Maj and Mary Andalibi experienced firsthand the meaning behind Georgia Power – The Energy Expert®.

For more than 24 years Maj worked for McDonald's corporate office, his later years as the lead liaison between corporate and franchise owners. The lessons learned during those early days gave Maj the added confidence he needed to leave the comfort

of his corporate executive office and begin his successful career as an owner-operator.

In 2001 Maj made the break and purchased his first franchise. It was finally time to put into practice all the lessons learned during those years at corporate.

"My approach to running three profitable and productive restaurants is: be active in the business operations, have good relationships with

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▶ Testing and Expertise

Georgia Power's demo kitchens allow you to "kick the tires" and "give it a spin" BEFORE you buy! Customers love this "try before you buy" approach because it takes all the guesswork out of making the best decision for their commercial kitchen – saving them the hassle of researching equipment and possibly even buying the wrong equipment.

Our kitchens have all the latest electric equipment all under one roof. And, you can even test drive the equipment out with your own products. Customers can 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 email gpcfoodservice@southernco.com.



Greening of Your Operations *Cont. from Page 1*

If you are looking to help "green" your world while also helping your pocketbook, consider an audit of your cooking equipment and practices. Do you turn the equipment on as you arrive to bring it to temperature for when you need it? If yes, how soon afterward will you be using it? If more than a few minutes you are wasting energy and money. Modern appliances reduce the energy needed and will heat up faster than equipment did in the past.

Make sure your audit includes the cost savings if you use different energy sources. Many electrical appliances can outperform gas and reduce sensible and latent heat within the kitchen, especially for ovens and fryers. This produces double savings: saving first on the energy expense and secondly, using less energy to cool or heat the space to arrive at a comfortable work environment.

You may never have heard the terms "sensible" and "latent" heat in regard to your foodservice facility. This is the measure of heat that is produced and enters the space even when a hood is covering the appliance. A way to understand this principle is to run your car for thirty minutes or more, stop and touch the hood (that is sensible heat), then open the hood and feel the heat from the engine (that is latent heat entering the space). Sensible and latent heat can increase your energy bills considerably if not handled correctly when designing or renovating your space.

Audits which take a little time to evaluate the equipment and its efficiency in using the energy required can show a payback for changing appliances in many cases. Be conservative in these audits and use realistic figures for run times and production loads to fairly anticipate all costs including the re-outfitting and running the utilities.

Choosing of replacement or new items should consider carefully which item would best handle the task. A simple griddle for pancakes, etc., can in typical gas and electric

units have hot and cold spots. A new addition to the marketplace using electricity to make steam to heat the griddle surface prevents hot spots and maintains a constant temperature over the entire surface. This equates to more production without a larger unit and without overcooked items.

Additionally, today we have systems for walk-in coolers and freezers which improve the reliability and cost-effectiveness of the refrigeration package. This improvement includes systems which automatically clean the coils (a prime cause of loss of the system and increased energy usage), and use a reverse hot gas system to defrost the coils in a fraction of the normal time for other defrost units. The hot gas defrost cycles quickly to remove the frost in minutes, which previously could take nearly an hour, depending upon the timed controls. Hence the food is preserved and protected by not being exposed to heated air for long periods of time.

Hoods for the cooking equipment vary for many reasons. The choice of how well the hood works can affect your cost of energy and maintenance. Where the hood is placed, where the specific pieces of equipment are placed under the hood and how and where the make-up air enters the room are all a part of the equation. Additionally, how the equipment is installed seriously affects the operation. Leaving a three-inch gap behind the equipment and a wall will cause the plume of heated air generated by the cooking process to be forced out into the room. This added heat to the kitchen will cause the cooling equipment to increase run times and use more electricity. Correctly engineered and installed systems are proven to save money and increase comfort in the kitchen.

Small steps all, yet each will provide benefits to you, your neighbors and the community. "Reduce, Reuse and Recycle" — may it be your motto.

We're ON so you can be.SM

Creative Loafing's Restaurant Critic, Cliff Bastock, experienced firsthand the reality supporting Georgia Power's current ad campaign, "We're ON so you can be."

Creative Loafing is the second most-broadly distributed newspaper in Georgia. The alternative newsweekly is known for its coverage of local news, culture, contemporary music and the arts.

Bastock was on assignment to review The Grape's new Inman Park location at 300 North

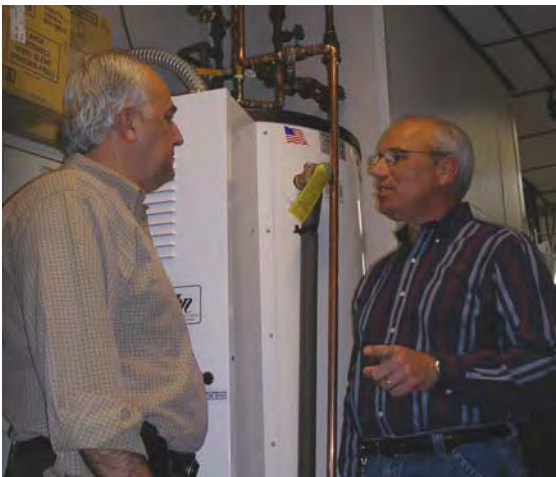
Highland Avenue, Atlanta. The Grape, a trendy new eating and wine establishment owned by R&B star Usher, sits across the street from rival restaurants Fritti and Sotto.

Besides the normal restaurant review highlights on the restaurant's ambiance, culinary appeal and service levels, Bastock reported that the restaurant was short on patrons during his recent Sunday night visit. One main reason was that there were traffic problems in the area, caused by the fact that a gas line had

ruptured across the street. The two neighboring restaurants had been forced to close as a result of the gas line problem. But The Grape, Bastock noted, was all-electric and still able to prepare meals and stay open.

This once again proves The Electric Cooking Advantage provides a real competitive advantage.

McDonald's and Electric Cooking – Just Lovin' It! *Cont. from Page 1*



staff meeting. It was an easy decision and a decision that made great financial sense. Today that restaurant is enjoying greater productivity and energy savings.

"I am more comfortable with electric. I now have less equipment malfunctions and operational problems. Electric is also easier for my employees. The equipment has a longer life and faster recovery – it's almost immediate."

all your employees, be sure to have fun with your employees and customers, and finally, focus on McDonald's commitment to Quality, Service and Cleanliness."

Today the Andalibis own three McDonald's restaurants, all located in the metro Atlanta area.

In 2005 Maj decided to rebuild one of his restaurants – his Peachtree Industrial Boulevard location – and go total electric. Maj rebuilt this site as total electric as a result of hearing a presentation by Southern Company National Account Manager Cindy Verner, Mike Walker, and Bill Routh during a McDonald's construction and development

Recently Maj purchased another McDonald's located on Ashford Dunwoody Road. Recent ADA compliance requirements prompted a major dining area remodeling project. Maj approached Bill Routh, the Georgia Power contact for McDonald's and asked if he could offer any advice on energy efficiency.

Bill Routh of Georgia Power's Technical Sales and Mike Walker, Southern Company National Accounts Technical Manager, teamed up and visited the restaurant and conducted a thorough on-site energy audit. Included in their overall evaluation was the recommendation to install an air-conditioning water heater.

As a follow-up, Bill invited Jeff Dillard, from Georgia Power's Energy Systems, to present Maj with the benefits of the air-conditioning water heater, including installation costs, energy and money savings, and payback. By converting to an all electric kitchen and new air-conditioning water heater, Maj's kitchen area would be more comfortable and he would receive the benefit of free water heating. In addition to providing information, Jeff also provided a dealer referral for the installation. Based on trust built through relationships and technical expertise, Maj decided to move forward with the installation. In the future Maj is also considering an air-conditioning water heater for his other restaurant located on Peachtree Industrial Boulevard.

"My approach in running businesses is successful because of the successful business relationships I create with all my business partners. My long-term relationship with Georgia Power is one built on mutual trust, Georgia Power knowing the energy business and their commitment to quality customer service. Georgia Power is like having my own personal energy expert on my team."

georgiapower.com/foodservice — Your Link to Success

In today's fast-paced and highly-competitive foodservice industry, the competitive edge goes to the foodservice professional that can quickly access all the necessary information to make sound business decisions. These decisions ultimately lead to long-lasting impact on their establishment's ability to keep their employees happy and their customers satisfied.

In 2006, Georgia Power's Foodservice Team launched georgiapower.com/foodservice in an effort to provide the most complete suite of foodservice tools and information in one location. The Web site allows the foodservice professional to view numerous electric cooking equipment videos and sales slicks for fryers, braising pans, ovens, steamers and griddles.

In addition to product information, foodservice pros have access to other helpful links, including links to the Georgia Restaurant Association (garestaurants.org), the Electric Foodservice Council (foodservicecouncil.org) and current issues of *The Electric Cooking Advantage* newsletter (georgiapower.com/foodservice).

Also, georgiapower.com/foodservice highlights valuable electric cooking equipment rebate offers and important contact information if you need to speak with one of our Foodservice Team members.

Georgiapower.com/foodservice — your link to success!

▶ Georgia's Electric Rates Remain Low

A recent *Foodservice Equipment Reports* article states that electric rates are skyrocketing.

States including Maryland, Illinois and Connecticut, along with cities including Baltimore, Chicago, and New Jersey had rates that were expected to rise in the 13 percent to 72 percent range during the next few years.

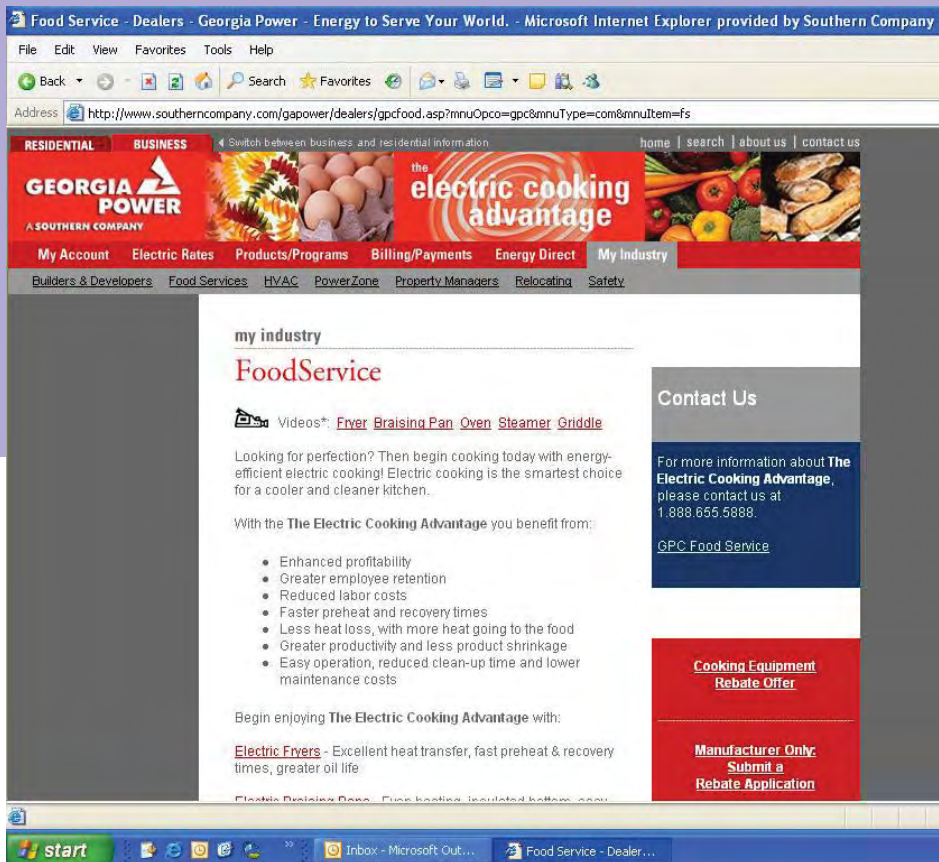
The article goes on to say that "If you haven't already been investigating energy-efficient equipment... you might be encouraged to act."

The true story lies somewhere between the hype and the facts. As foodservice professionals you chose Georgia as a business location due to its growth potential, favorable climate and reasonable electric rates. As Georgians we enjoy electric rates below the national average and well below those rates mentioned in the article.

Georgia Power has been able to deliver these lower rates consistently year after year. All energy prices are going up. However, Georgia Power has been able to keep its increases to a minimum. And, in the future Georgia Power will continue to work hard at keeping its rates low.

Georgia Power's lower rates, combined with the newer technologies of highly-efficient electric cooking equipment, make running a foodservice operation in Georgia smart business.

In addition to saving you money on your cooling costs and creating a more comfortable kitchen for your employees, electric cooking provides faster preheat and recovery times, less heat loss with more heat going into and staying in the product, and less maintenance issues, making for a real Electric Cooking Advantage.





Industry Updates

Wiring Assistance Program

Are you renovating your kitchen, adding equipment or just tired of your older high-maintenance gas cooking equipment? If you are interested in converting your existing gas cooking equipment to newer, more advanced, energy-efficient electric cooking equipment, now is the best time to make that decision to finally switch. Georgia Power is pleased to announce the extension of its Wiring Assistance Program. The program is designed to help our customers with the cost of providing electric service necessary in converting from their existing gas appliance, or adding an electric appliance to an existing facility.

By offsetting a portion of the capital costs for your service capacity upgrade you can begin enjoying the benefits of electric cooking in your business, including:

- Improved efficiency, productivity and profitability
- Faster preheat and recovery times
- Reduced kitchen heat and air-conditioning costs
- Reduced clean-up time, lower maintenance costs and longer service life

To learn if you qualify, start the application process and determine how electric cooking equipment might benefit your operation, call 1.888.655.5888, visit georgiapower.com/foodservice or e-mail gpcfoodservice@southernco.com.

Note: This is not available to Georgia Power (RTP) Real Time Pricing customers.

Georgia Restaurant Association Sponsorship

Georgia Power's Foodservice Team is proud to announce its sponsorship of the Georgia Restaurant Association (GRA).

The GRA represents an industry of nearly 15,000 foodservice and drinking establishments throughout Georgia. These foodservice operations have total sales exceeding \$12.6 billion and provide more than 366,000 jobs — second only to the state government.

GRA's mission is to serve the needs of Georgia's restaurant and foodservice industries by providing a voice and value for its members in five key cornerstones: Political Advocacy, Professional Development,

Business Generation, Discounted Business Services and Community Involvement.

GRA members can count on the GRA to be the leading advocate and resource for education, political action, information and services for our industry and our community. The GRA also provides an active network of foodservice professionals members can meet with on a regular basis.

Visit garestaurants.org or call Georgia Restaurant Association's Deborah Schwartz Griffin, VP Membership Services, at 404.467.9000 to find out more about the benefits and value of becoming a member for your business.

Georgia School Nutrition Association Event

If you are planning on attending this year's Georgia School Nutrition Association Annual Conference being held in Jekyll Island, April 27-28, please visit the Georgia Power booth. You will meet our Energy Experts and learn how to save energy and money with energy-efficient electric cooking, water heating, and heating and cooling options.

Myths, Facts, Tips & Solutions

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: Inexpensive economy-model gas fryers save you money by lowering your capital cost.

Myth Buster: The economy fryer offered in today's market has a production rate of approximately 40 pounds per hour while high efficiency electric fryers produce upwards of 70 pounds per hour *. The cost of lost sales using the gas economy-model fryer is about 20 times more than the cost of these units. If a 6 oz. order of fries has a profit of 50¢, and the higher production fryer can produce 85 more

orders per hour, this represents a loss of \$15,427 per year.

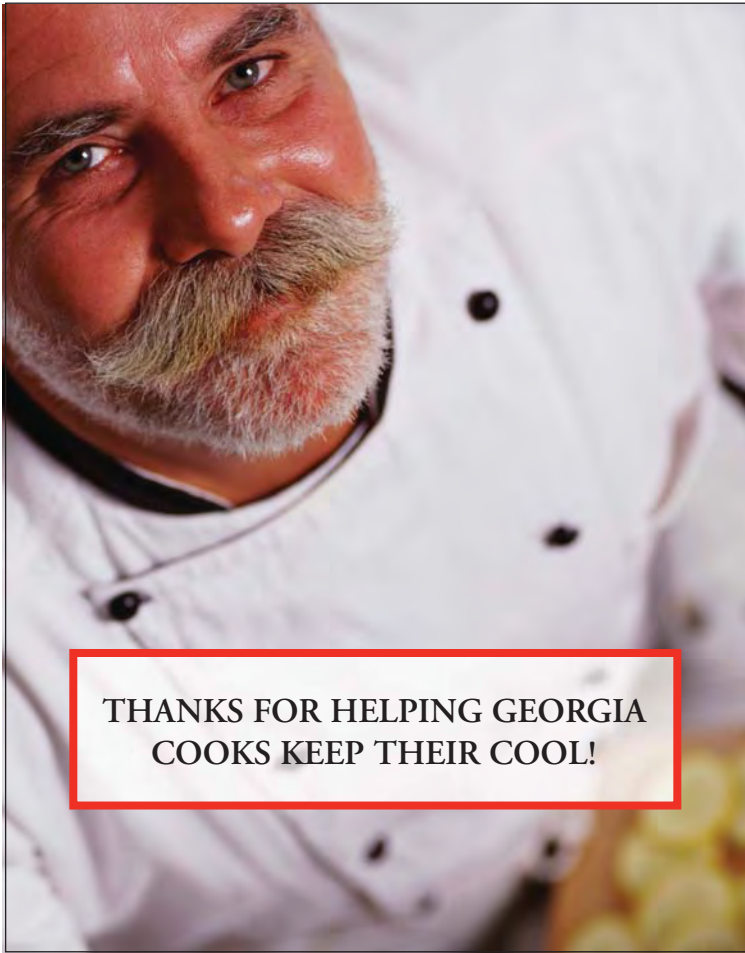
Fryers are money-making machines. The economy fryers usually sell for less than \$800 and the high efficiency fryers sell for less than \$3,500. Return on investment for the higher efficiency electric fryer is less than 3 months.

Finally, the economy-model gas fryer has a serviceable life of only 2 to 3 years, and costs more to repair than to replace. They are tossed like other trash in a dumpster, adding to landfill problems. These fryers always fail at lunch or dinner just when you need them the most. They say, "You get what you pay for!" In the case of the economy fryer,



you pay next to nothing and you get back exactly what you paid for.

*ASTM Testing – fishnick.com/publications/reportlist/fryers



**THANKS FOR HELPING GEORGIA
COOKS KEEP THEIR COOL!**

Congratulations!

Foodservice Equipment Dealers

Georgia Power's Foodservice Sales Team congratulates Georgia's Foodservice Equipment Dealers who were "Top of their Class" in 2006 for selling energy-efficient Electric Cooking equipment to our valued Georgia Power customers:

- Strategic Equipment & Supply - 1,384 kW sold
- Atlanta Fixture & Sales - 1,091 kW sold
- Direct South - 1,033 kW sold
- Atlanta Kitchen Equipment - 501 kW sold
- Manning Brothers - 442 kW sold

Thank you to these and all our Foodservice Industry partners for recognizing that Electric Cooking is smarter, cooler, faster, cleaner and more efficient.

Want Georgia Power to help you Plug into Profits with energy-efficient Electric Cooking? Then call 1.888.655.5888, e-mail gpcfoodservice@southernco.com, or visit georgiapower.com/foodservice to learn how you can benefit from The Electric Cooking Advantage.

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