



advantage[®]

► Bistro VG – Wired for Success

For years, Van Gogh’s restaurant located in Roswell had been a fixture for fine dining and special occasions. However, it had become just that — a place where people went for a special dining experience, but just not on a regular basis. The owners, Chris and Michele Sedgwick, decided to change Van Gogh’s image by totally redoing their restaurant’s look and menu offerings.

Recently reopened as Bistro VG, the restaurant underwent a refreshing transformation into a lighter atmosphere with white interior walls and furnishings as well as a new, varied menu. The kitchen was also renovated with the addition of several new pieces of commercial cooking equipment. One piece added was the electric RATIONAL[®] SelfCooking Center[®]. The RATIONAL “combi” oven uses a combination of

traditional convection cooking and steam cooking, simultaneously or independently. As far as new technology satisfaction, owner Chris Sedgwick says, “The RATIONAL combi oven gives my chef additional creativity with our new menu while producing a high-quality, consistent product for our customers.” The RATIONAL combi oven is also programmable to allow Bistro VG’s chef to input his own recipes, which any chef can prepare with the simple push of a few buttons. Also noted by Sedgwick is the “reduced heat in our kitchen from the electric cooking equipment.”

As with any renovation, cost is a major factor. With a kitchen renovation, one cost to consider is the cost of the added electrical wiring

to accommodate the new electric cooking equipment. In order to help offset some of this cost in existing foodservice operations, Georgia Power has an **Electric Wiring Assistance Program**. This wiring allowance pays the customer, like Bistro VG, a rebate determined by the electrical load of the new piece of cooking equipment. While not intended to pay the entire cost, it certainly



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Wing Zone[®] – Flying High with Electric Fryers



In 1991, on the University of Florida campus, Matt Friedman and Adam Scott had a dilemma — there was no alternative to pizza delivery for students studying late or suffering from the late-night munchies. To fill this void, Matt and Adam developed the Wing Zone concept, and created a great business opportunity. Matt and Adam took over the kitchen of their fraternity house after hours and perfected their special sauces and techniques for preparing delicious wings. Any questions as to whether the con-

cept would work were answered when they sold out their first two nights in business. Matt and Adam quickly outgrew the frat house and went on to open two storefront locations in Gainesville, Fla.

Since that early beginning, the Wing Zone concept has really taken off. Entrepreneur Magazine named the company No. 240 on its “2007 Franchise 500” list. Inc. Magazine has recognized them among the 500 fastest-growing franchise businesses every year since 1998,

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▶ Try It Before You Buy It

Finding the right equipment for your commercial kitchen can be a challenge. With so many different products on the market, it's hard to know if the amazing piece of equipment you see on a showroom floor will still be amazing once it's up and running in your kitchen. Is there any way to be sure that what you see will be what you get? Actually, there is. In Georgia Power's demo kitchens, you can take the guesswork out of buying equipment by test driving it first!

In our test kitchens, all the latest electric equipment is at your fingertips — and it's all under one roof. You can try out any equipment that is available in the kitchen, or give us advance notice and we'll bring in any equipment you request. You can even use your own products to test drive the equipment. Leave the hassle of researching each and every new piece of kitchen equipment behind. Before you buy, visit one of our demo kitchens and try the equipment for yourself. While you're there, be sure to consult with our expert Foodservice Team members. And when you do make your next purchase, you'll be confident that it's perfect for you and your kitchen. To schedule an equipment test or demonstration, contact the Georgia Power Foodservice Team at 1.888.655.5888, or send an e-mail to gpcfoodservice@southernco.com.

Bistro VG *Cont. from Page 1*

helps. "Georgia Power's wiring allowance of just under \$1,000 was a big help in our renovation. The rebate went toward reducing our electrical wiring cost, which in turn allowed us to install the new electric cooking equipment," said Sedgwick.

All in all, a successful rebirth of an older restaurant into the new, vibrant Bistro VG was made possible with the assistance of adding high-efficiency electric cooking equipment and the Georgia Power Wiring Allowance Program.

Electric combi oven arrives at Culinary Institute of Savannah



Award-winning Chef Marvis Hinson is the department head of the Culinary Institute of Savannah at Savannah Technical College. There are 50-plus students currently enrolled in the Culinary Program, learning the basic skills for entry-level positions in the foodservice industry. Chef Hinson tries to keep her students abreast of the latest technology and trends.

After seeing a demonstration of a RATIONAL® combi oven, she knew she had to get one for her kitchen. She was impressed with the production and versatility of the combi oven. Utilizing Georgia Power's **Wiring Assistance Program**, she purchased a full-size combi oven for her culinary kitchen. She chose the electric model for several reasons: cost savings on the equipment, reduced maintenance costs and a cooler, more comfortable kitchen. Chef Hinson already uses an electric fryer, electric kettle and electric steamer in her kitchen. She is impressed with the production of the electric equipment.

With the addition of the combi oven, Chef Hinson's culinary students can be more involved in catering and banqueting for other functions at Savannah Tech.

Wing Zone® — Flying High with Electric Fryers *Cont. from Page 1*

and *Franchise Times* designated Wing Zone as one of their "Fast 55." Operating in 25 states, Wing Zone will soon open their 100th store according to Wing Zone President Matt Friedman.

As they opened several new locations in metro Atlanta during 2006, Matt was offered the opportunity to see a demonstration of a new "economy" electric fryer at Georgia Power's **Electric Cooking Demonstration Kitchen** in Atlanta. The demo was an impressive display of the electric fryer's capabilities as compared to the gas fryer Wing Zone had been using. In addition to higher productivity, the electric fryer gives off substantially less heat resulting in a much cooler kitchen. As a result of the demo, Wing Zone decided to try an all-electric store in Florida. The new store

uses electric fryers, a griddle, water heating and space heating/cooling. According to Matt, "going all-electric resulted in an operating cost savings for us," and an additional benefit is that the "electric equipment definitely keeps our stores cooler." A new location in Columbus, Ga, is all-electric, as well as several planned locations.

Wing Zone "projects opening 20 locations in Georgia over the next two and a half years," according to Mr. Friedman, and they "plan on going all-electric where available."

For more information on how Georgia Power's Foodservice team can increase the productivity and profitability of your commercial kitchen, please contact them at 1.888.655.5888 or visit them online at georgiapower.com/foodservice.

Superior Frying Technology

Electric fryers are proven to be more efficient, more productive, longer lasting, and cooler in the kitchen than comparably sized gas fryers. Why? Let's discuss these benefits.

More Efficient – Electric fryers' heating elements are submersed directly into the shortening, causing all the heat to go directly into the frypot and not up a flue or into the kitchen. The fact that electric fryers direct all of the heat energy into the shortening makes them far more energy efficient than gas fryers, as evidenced by the most recent list of ENERGY STAR® qualified commercial fryers.

More Productive – The fact that electric fryers put more heat energy into the shortening means a faster preheat and recovery with a lower temperature drop in the oil as compared to other sources. A lower temperature drop and quicker recovery results in more product cooked per hour with significantly less oil absorption into that product. Less oil absorbed means a healthier, crisper fried product. In addition, more oil stays in the frypot and not on the product, resulting in



savings from not having to "top off" the frypot with more oil over time.

Longer Lasting – The electric fryer elements are immersed in the shortening while a gas fryer must heat a metal tube or the bottom

and sides of the frypot itself. This direct flame can cause undo stress on the metal welds, causing failure over time. Also, electric fryers don't require adjustment of gas-to-air mixtures or cleaning of fire tubes, and don't allow almost half their input energy to flow up the hood or into the kitchen.

Cooler in the Kitchen – Electric fryers put virtually all of their heat energy into the shortening and not out a flue. In fact, gas flue temperatures often are in the 700 – 800 degree range, resulting in unnecessary heating of the

fryer, the exhaust hood and back, and radiating that heat back into the kitchen. Radiated heat means more HVAC usage and thus operating cost. Even if your kitchen is not cooled, a properly working and sized kitchen exhaust hood will create a "negative" pressure on the dining area and draw that conditioned air out through the kitchen and up the hood.

Still don't believe it? Then take the challenge and come see an electric fryer in action at one of our Georgia Power Demonstration Kitchens and judge for yourself. The worst that can happen is that you'll eat some great food from an energy efficient, cost-saving ELECTRIC fryer.

To find out about these demos, call 1-888-655-5888 or visit georgiapower.com/foodservice.

*By Rick Maurer, CFSP, CEM
Georgia Power Company
Foodservice Segment Specialist*

For a foodservice operator, the commercial range represents a labor-intensive cooking appliance that requires constant attention from kitchen staff. We suggest considering alternate cooking methods that avoid the excess labor component and allow food to be cooked in the same pans in which they can be served. This not only makes cooking food more efficient, but it also reduces pot and pan washing. In addition to saving labor, you will also save a fortune on your water and sewer charges, which is becoming increasingly more important in the Southeast due to drought conditions.

Examples of foods we have shown our customers how to cook in steamers or ovens that they formerly cooked on the range top are scrambled eggs, poached fish, spaghetti, soups, beans, rice, oatmeal, grits, vegetables,

bacon, sausage, mashed potatoes, and greens. Foodservice operators who have embraced these methods have found that:

- The quality of their products is improved
- Service delivery is enhanced
- A more comfortable environment is created in the kitchen
- The number and cost of expensive pots, pans, lids, etc., is reduced
- Cleanup is simplified
- Labor is reduced and can be redirected to other functions

There is nothing complicated about oven or steamer cooking versus range-top cooking. All that changes is that the ingredients are measured into steam table pans instead of stockpots or saucepans. There will be some initial



minor changes to your recipe process, but once the changes in preparation and cooking times are complete, you begin to realize the time, water, and labor savings.

For more information on how Georgia Power can assist with your foodservice operation, please call 1-888-655-5888 or visit georgiapower.com/foodservice.



Energy Efficiency in Foodservice and Commercial Kitchen Ventilation Workshop



March 11, 2008

8:30 a.m. – 3:30 p.m.

Georgia Power Company

241 Ralph McGill Blvd., Atlanta, GA 30308

OVERVIEW

This seminar will outline design, operating strategies, and considerations associated with selection and specification of energy efficient commercial cooking equipment, indoor and outdoor lighting, and commercial kitchen ventilation. This knowledge will help the participants to effectively optimize their energy and utility costs associated with operating commercial kitchens today through improvements in efficiency.

The Commercial Kitchen Ventilation portion of the workshop will share the latest tips and visualization techniques used to maximize the ability of the hood to capture and contain cooking effluent. The emerging technology of variable speed control, also known as demand ventilation control, will be discussed, with recent case studies offered as well.

WHO SHOULD ATTEND?

Foodservice operators, foodservice owners, energy managers, consultants, designers, HVAC engineers, and equipment dealers.

Sponsored by Georgia Power and the Electric Foodservice Council.

For more information on this valuable seminar that will save your foodservice operation money, please contact Jim Wixson at 404-506-7134.

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Inside: Electric Cooking Saves Money

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