

Client Study: Chocmo Restaurant and Chocolatier

Restaurant Grows Sales While Reducing Electricity Consumption 30%

Planning Forward with Total Utility Budgeting Brings Dramatic Energy Improvement

The Challenge

“Energy is not my expertise,” says Peter Crabtree, owner of restaurant Chocmo. “My number one priority is growing and running my business.” Yet he realized his electricity bills were eating into profits at his 10-plus year old building.

Guided by Distributed Energy Management (DEM), Crabtree embraced Total Utility Budgeting. DEM helped him understand the driving relationship between his capital equipment – water heaters, lights, heating/cooling system – and operational expenses.

The Solution

Creating a forward looking plan, matching utility requirements to business goals and opening a Utility Revolving Fund makes his utility budget complete and visible. This rational business approach lets him:

- Clearly see how much he is spending on utilities company-wide
- Understand the fiscal benefits of equipment efficiency and facilities upgrades relative to utility expenses
- Identify wasteful practices
- Secure incentives and rebates to leverage his on-budget dollars up to 70%
- Lay out a step-by-step plan to shift wasted energy dollars to lasting efficiency improvements

With one monthly check, Crabtree pays all his expenses through automated bill pay while amassing a set aside fund for planned equipment and building improvements. This helps him better manage cash flow in less time while DEM provides Crabtree a monthly report of utility expenses and the funds accumulated for selected projects. DEM also

identifies qualified vendors, new efficiency opportunities and available financial and other project incentives and rebates to leverage his on-budget dollars. All this greatly speeds time to reducing required utility use and operating expenses.

The Result

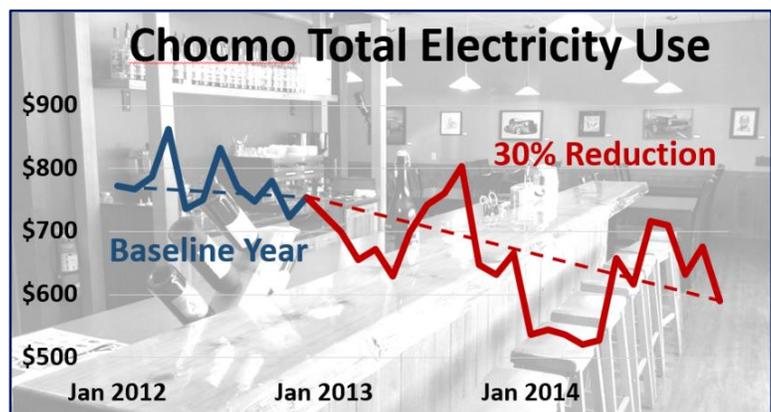
With the transparency Total Utility Budgeting provides, Crabtree is now motivated to manage energy as a valued resource and has essential information to run his business better.

In 18 months Chocmo achieved a 30% reduction in electricity bills while concurrently growing revenues 31%. As costs go down even more money is being saved into his fund for business improvements.

“Good business decisions are ones that reduce costs and increase sales in the long run. As long as I am trying to improve my business, there will always be opportunities to reduce energy costs.”

- Peter Crabtree, President, Chocmo Restaurant and Chocolatier

Financial Summary



Project Summary

- Improved customer satisfaction and working area comfort by upgrading LEDs using Puget Sound Energy incentives to pay 70% of costs
- Provided more responsive air conditioning by replacing an inefficient end-of-life HVAC unit with a larger capacity, lower energy intensive system
- Reduced electric consumption and cost by consolidating two water heaters into one with faster demand response