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SUSTAINABILITY CORNER

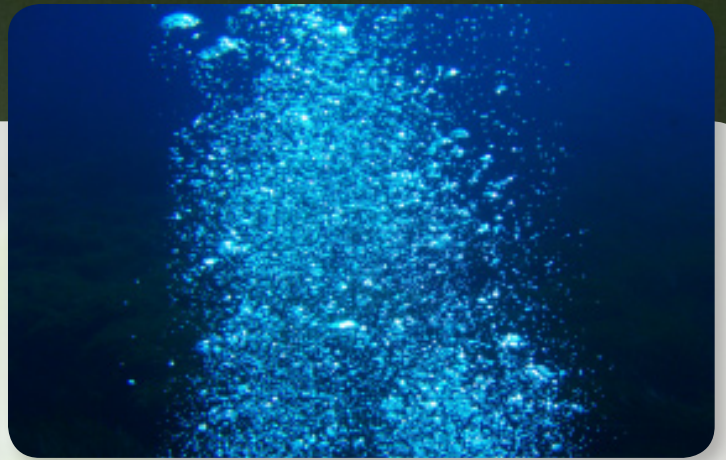
PRESENTED BY AMERICAN CULINARY FEDERATION AND KENDALL COLLEGE

SAVE ENERGY. SAVE MONEY.
IT'S REALLY THAT SIMPLE.

You can be the most talented chef ever, but you need to be profitable in order to be successful. Energy efficiency can help you reach your goals without compromising the quality of your guests' experience and it's one of the few things in the kitchen that is totally within your control.

Saving energy is an easy way to save a ton of money. Chef Chris Koetke, CEC, CCE, caught up with Chris Moyer, manager of the National Restaurant Association Conserve: Solutions for Sustainability, and asked him what he is doing with Conserve and what restaurants need to know about energy efficiency.

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CK: As a chef, with concerns ranging from high food prices to turbulent economic times, why should I be interested energy conservation?

CM: The first order of any business is to be profitable and in the foodservice industry, we have some of the toughest challenges of any industry in this regard. Some operational costs that affect the bottom line are beyond our control. A really bad storm can send produce costs through the roof, or new mandates require new equipment and procedures that cost money. Energy, on the other hand, is a tangible cost that can be easily controlled, and it too directly affects your bottom line - in a good way if you're being energy efficient.

CK: Can you share some statistics that might put this in perspective?

CM: One statistic that always amazes me is one that comes from the Food Service Technology Center that says that if the foodservice industry would reduce the amount of energy used by just 1%, the industry as a whole would save \$2 billion. Another statistic that blows my mind is how much water we can save just by asking someone if they'd like a glass of water instead of automatically serving them water. If 1 in 4 people simply say "no thanks," we'd save over 25 million gallons of water a year. Just amazing.

CK: How do you look at energy?

CM: I view energy like I view everything else in a restaurant. I see it as something that hits the P&L.

CK: What about gas versus electric? Do you view them differently?

CM: Not really. Any expense that goes through accounting in the utility category counts as an energy expense to me. That could include gas, electric, propane, etc. Some people include water in that, but I see that as a completely different cost category. However, a significant part of energy loads go towards water heating, so there's definitely a correlation between water and energy usage and cost.

CK: What is your background in the foodservice business?

CM: I've been involved in restaurants since I was very young; one of my first encounters was helping out at birthday parties, teaching kids littler than me how to bowl and then serve them pizza and cake.

As soon as I was old enough, I went and got my first real job at a major quickservice restaurant chain. I loved it! It was one of the best jobs I've ever had! I then went to work for a small casual chain based near my hometown in Pennsylvania.

I became a manager on my 18th birthday. It was a brand-new store in a shopping center, and although we didn't cause it, there was a major sewage backup. Now that's a first day story!

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Despite that unpleasant incident, I think that's why I love this industry. Every day is filled with unique problems that you get to solve, whether it's with plumbing, an employee, or a guest who's determined not to be happy. Incidentally, that's my favorite kind of guest because I get the opportunity to turn things around for them and make their day.

CK: What is your current position?

CM: Since July 2007, I've been working on sustainability issues for the National Restaurant Association, first as consultant and now as a part of our public affairs team. In this role I oversee our environmental initiative Conserve: Solutions for Sustainability, contribute to policy analysis in the area of sustainability, and numerous other sustainability-focused activities throughout the Association, including the NRA Show. For example, we're debuting the new Conserve Solutions Center at the show this May for chefs and operators looking for greener solutions. We'll also be showcasing our soon-to-be-launched Greener Restaurants™ program there this year.

CK: I'd say that the National Restaurant Association has really established and positioned itself in that leadership role in regards to sustainability. How did that come about?

CM: It's what our membership wanted. It was our membership that made it a priority. The National Restaurant Association's recently-adopted strategic plan identifies sustainability as a central industry imperative, and we're working hard to create

member-value in this area. With the generous help of the Turner Foundation, we created the Conserve: Solutions for Sustainability initiative and Web site to focus our efforts and provide advice, information and resources for restaurant operators who want to incorporate more sustainability practices into their operations. We're also making sure to highlight that becoming more environmentally friendly can also be a great business decision and save money in a variety of ways – even increase customer traffic. As I always say, you can't be an environmentally friendly business if you're not in business, so keeping the bottom line top of mind is important.

CK: What's the #1 thing you've learned about energy conservation and sustainability?

CM: In keeping the P&L focus, I look at energy conservation in terms of "utility accounting," since that's where the story is told. To see where you're going, you must see where you've been. If you don't track your energy costs you really won't know how much you're saving. Believe me, seeing that cost drop significantly will make a believer out of anyone!



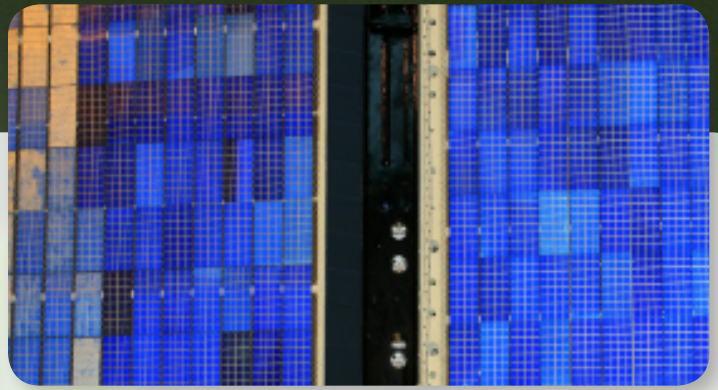
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CK: What are some quick tips you would offer to someone just getting started?

CM: Besides tracking, I'd say find an easy thing to do – don't get intimidated. Choose something quick and easy, like changing your lighting from incandescent to compact fluorescent (CFLs) or LED lamps. Another easy thing to do is to make sure that everything is at the right temperature, both your kitchen equipment and the ambient atmosphere in your restaurant. Just setting the thermostat in your restaurant one degree higher in the summer can save you more than \$1,000 over the course of the season.

CK: Is there one experience with energy that was an ultimate "Aha!" moment for you?

CM: One of the things that really blew my mind was taking a look at all of the pieces of equipment that are routinely left on overnight. While working as a restaurant manager, I realized that the simple act of moving the salad dressing from the reach-in cooler to the walk-in refrigerator at the end of the night makes a big difference. That way, you can turn off the reach-in fridge overnight, which saves energy, helps maintenance, and extends the life of the unit. I discovered that we saved over 5,000 kWh the first year. Turning off equipment is easy and there's no investment necessary; and developing a power-up/power-down schedule requires just a small adjustment in your routine.



CK: What's going on with you and the ACF? What's happening?

CM: I – on behalf of the National Restaurant Association's Conserve initiative – will join the ACF at several upcoming regional conferences to help educate chefs on how to cut energy and water use, and reduce waste. Educational sessions on energy conservation and a "Focus on Energy Efficiency" exhibit will be featured at the ACF's regional meetings in March and April.

In addition, we collaborated with the Food Service Technology Center and Kendall College on a multimedia project, which we'll provide a sneak-peek of at the ACF conferences.

CK: Tell me a little more about the multimedia project.

CM: The day it truly came to be was one of those awesome experiences where everyone in the room literally had the same idea. The National Restaurant Association, the Food Service Technology Center and Kendall College came up with a series of videos, tailor-made to appeal to busy chefs and managers. These videos will make up the backbone and educational component of the nation's first national green recognition program for the foodservice industry, the National Restaurant Association's Greener Restaurants™. The program will be launched this year, so stay tuned for details!



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CK: Many ACF members will be attending NRA Show 2010 and I hear you have some big things planned there. Can you give us a sneak peek?

CM: We're actually creating a whole new feature that deals only with sustainability-related exhibits, sessions and fun activities. I truly believe that this feature, called the Conserve Solutions Center, will be the jewel of this year's show; we're planning some things in this area that haven't been done before – a brand new way of exhibit at the NRA Show. Becoming more sustainable requires a partnership between operators, producers, suppliers and distributors. With that in mind, we'll provide business solutions using a multitude of tools including:

- Educational sessions by people like Peter Truitt who will talk about sustainable agriculture and Ecolab with the latest technology in ware-washing.
- Interviews with people who are bringing new, cutting-edge technologies, green products and energy-efficient equipment to the marketplace.
- "One-stop shopping" in our "kiosk garden" with mini displays of some of these products and technologies.
- A daily television show, broadcast live at 4:00 pm each day covering all of the newest and most exciting happenings in sustainability at the show.

The Conserve Solutions Center will be located between Kitchen Innovations and Smart Design, right across from the Organic & Natural Pavilion. Conserve, once again, is right in the middle of all the action!

CK: Do you have any last words to share on energy?

CM: Save energy. Save money. It's really that simple.



Chris Moyer

Manager of the National Restaurant Association Conserve: Solutions for Sustainability.

ABOUT KENDALL COLLEGE'S SCHOOL OF CULINARY ARTS

Founded in 1985, the School of Culinary Arts at Kendall College is among the premier culinary-training programs in the United States, offering associate and bachelor's degrees and certificates in culinary arts as well as associate degrees and certificates in baking and pastry. The school occupies a stunning "Riverworks" campus near downtown Chicago. The American Culinary Federation Education Foundation Accrediting Commission has accredited the Culinary Arts Associate and Baking & Pastry Associate programs since 1988. Kendall, which celebrated its 75th anniversary in 2009, also operates Schools of Hospitality Management, Business and Education. Kendall College is accredited by the Higher Learning Commission and a member of the North Central Association, www.ncahlc.org, 1-312-263-0456. Kendall College is a member of the Laureate International Universities network. For more information, visit www.kendall.edu.

