



Electricity



Transportation



Buildings



Industrial



Agriculture



Sequestration

Foodservice Equipment Rebates Program

Client: Midwestern Joint Utilities (ComEd, Nicor Gas, Peoples Gas, and North Shore Gas)

2019–ongoing

Commercial food service (CFS)—restaurants, institutional kitchens, corporate campus cafes, and catering businesses—operate on thin margins. Although utility costs are up to 20% of overhead, and one of the top controllable costs, few CFS operations participate in energy and water efficiency programs. CFS is a large, underserved segment for utility efficiency programs and represent substantial net energy savings.

Foodservice Equipment Rebates (FER) offers up to \$3,000 in instant discounts for qualifying commercial foodservice equipment. Entities who wish to purchase equipment must do so through a participating supplier. Suppliers alleviate customers from having to complete paperwork or waiting for a rebate check, allowing them to benefit from the discount at the point-of-sale.

- More than 20 participating dealers are enrolled in the program.
- End-use customer receiving an instant rebate include full-service and fast food restaurants, grocery stores, hospitals, school districts, offices, and more.
- Qualified Products List (QPL) includes 22 separate appliance categories with 1000s of gas and electric models from 100s of manufacturers.
- Contacted more than 300 dealers, manufacturers, and manufacturer representatives.
- Conducted in-person and on-line training for approximately 75 dealer employees.
- More than 4200 co-branded customer-focused flyers provided to participating dealers.
- Targeted emails to utility commercial customers have reached 7600 individuals.
- Program website il-foodservicerebates.com viewed more than 1000 times.
- Participating dealers being reimbursed in under 2 weeks.



Save money and energy in your commercial kitchen
The Foodservice Equipment Rebates offering provides instant discounts for qualifying high-efficiency kitchen equipment.

The right equipment for your kitchen at the right price
Energy-efficient foodservice equipment can offer energy savings of 10 to 70 percent over standard models, depending on product category.* That means for every \$1,000 spent on utility bills, you could be spending up to \$700 in unnecessary energy use.

Foodservice equipment has come a long way. These energy-efficient models are reliable and can help you save money. And with discounts up to \$3,000, you can choose the right equipment for your kitchen, for the best price and performance.

*Energy.gov

Instant discounts
Forget about doing paperwork and waiting for a rebate check. When you work with a participating supplier, your instant discount will appear on your invoice. Instant discounts are available for several types of equipment, including:

Equipment	Discounts up to:
Ovens	\$2,000
Infrared charbroilers	\$1,000
Griddles	\$600
Fryers	\$750
Ice machines	\$500
Freezers	\$200

Find a comprehensive list of these and other qualifying equipment types at il-FoodserviceRebates.com

FRONTIER ENERGY:

- Designed the program alongside GTI, including the implementation and operations manuals and QA/QC procedures
- Determined eligibility of equipment and defined incentive/rebate levels
- Created the on-line portal for enrolling dealers as well as the creating, submitting, and tracking of rebate applications
- Designed the marketing plan and customer targeting protocols and created the program marketing collateral
- Created web site with information for dealers and customers
- Conducted targeted outreach to customers, suppliers, and other industry entities



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