



DON'T JUST GO GREEN. SAVE GREEN.



Everyone's talking about restaurants going green. Buy new light bulbs. Invest in a new water heater. Pony up for a new fryer. All great ideas. All either costly, have long-term paybacks, or both.

What if you could reduce your carbon footprint and lower your utility bills for short money and a quick ROI? And what if we said you could accomplish it simply by using less—and wasting less—energy in your restaurant?

That's what the See The Light energy awareness program from KCG Energy helps you do. Our Restaurant Manager's Energy Toolkit is like an "energy manager in a box," and gives you all the tools you need to cut energy waste by up to 10% just by making simple changes to the way you and your employees go about your daily work.



ENERGY
BENCHMARKING
SOFTWARE



MANAGER'S
HOW-TO
HANDBOOK



EMPLOYEE
TRAINING
MATERIALS

\$20 IN REVENUE NEEDED FOR EVERY \$1 OF ENERGY WASTE

Don't think a 10% reduction in usage sounds like a big deal? Consider this: Restaurants need to earn \$20 in revenue to recover every \$1 of energy they waste—and at least 10% of your energy cost center is attributable to waste.

Why? Managers and employees are inadvertently wasting energy because of inefficient policies and processes. So the Restaurant Manager's Energy Toolkit tackles the back of the house and front of the house areas where restaurants waste energy most – cooking, HVAC, plumbing, refrigeration, and lighting. KCG Energy has boiled down 30 years of restaurant and energy management experience into five time-tested Energy Tips to stop the waste and start the savings.

SIMPLE IMPLEMENTATION, QUICK PAYBACK

If all your employees and managers follow the simple best practice processes explained in the Toolkit, you can expect to achieve an ROI within the first 3 – 6 months. That makes our Energy Toolkit the best business investment you'll make this year and a smart first step in establishing an energy sustainability strategy.

SEE THE LIGHT: A SOUP-TO-NUTS PROGRAM TO REDUCE ENERGY WASTE

The Energy Toolkit is packed with information and tools to plan, promote, and measure See The Light.

PLAN & IMPLEMENT The 30+-page Handbook provides step-by-step instructions on launching and implementing See The Light at your restaurant. You and your employees will learn to view your restaurant with a fresh set of eyes and make immediate operational changes to cut energy usage.

PROMOTE All the back-up materials you need to promote the program's five Energy Tips—Energy Guides, posters, stickers, thermometers, employee communication documents—all branded with your restaurant's logo.

MEASURE & MANAGE See The Light Energy Benchmarking Software lets operators track energy use, analyze the data, measure usage reductions, and reward success.

WHAT'S IN THE SEE THE LIGHT ENERGY TOOLKIT?

Manager's Energy Handbook

See The Light Energy Benchmarking Software CD (one user software license)

5 Energy Tips designed specifically for the restaurant industry

Posters

Manager's Energy Guides

Turn off Lights and Turn off Equipment Stickers

Digital and Oven Thermometers

Energy Audit Forms

Employee Communications Materials

CD with Digital Files – Logos, Sample Memos, Handbook PDF, Energy Guides PDF



FOR MORE INFO
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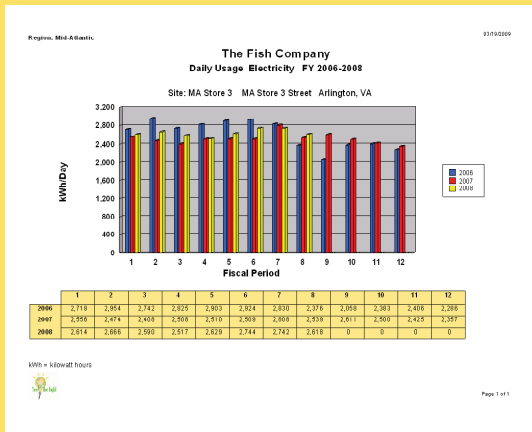
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VISIT SEE THE LIGHT ONLINE AT
WWW.ENERGYTOOLKITS.COM

BENCHMARKING SOFTWARE TO TRACK YOUR ENERGY SPEND

The old adage “you can’t manage what you don’t measure” applies to reducing energy waste at your restaurant. We’ve made it simple for you to measure your facilities’ progress with See The Light Benchmarking Software.



THIS EASY-TO-USE, WINDOWS XP-COMPATIBLE TOOL LETS YOU:

Track invoices for electricity, natural gas, propane, oil, and water/sewer

Benchmark facility energy performance against your own portfolio locations

Establish a baseline metric most valuable to your organization, such as MBTU's per \$ of sale, transaction, or cover

Verify energy use reductions

Identify energy usage trends so you can intervene before costs get out of hand

Measure carbon footprint reductions

SOFTWARE CAPABILITIES

BENCHMARKING: GRAPHICAL AND TABULAR

- Calculates and delivers Annual Efficiency Indexes (AEI) by quarter and year.

MONITORING

- Compare facility energy performance year-over-year by month, quarter, or annually against all your buildings.
- Monitor your energy/carbon footprint, monthly or year-over-year.
- Use statistical data to identify and reward energy efficient managers and to coach less efficient ones.

REPORTING

- Consumption reports for water and process fuels (electricity, natural gas, oil).
- Energy use per customized baseline.
- Energy bill summary – running report for single site, by fuel.
- Cost per SF per quarter and per year.
- Allows export of reports to PDF for ease of sharing results with one or all locations.