

the electric cooking advantage



► A Recipe for Successful Kitchen Planning!

By Jim Wixson, CFSP, Georgia Power Cooking Products Manager

Sometime in your foodservice career, you may be involved in the planning process of designing or remodeling a commercial kitchen. Questions you might begin to ask yourself are: What steps should I take, what issues are important to understand, and how do I know I'll get maximum value out of my new kitchen?

Planning a successful kitchen is hardly a "do it yourself" project. It is recommended that

you seek the expertise and guidance of a foodservice professional. They'll help you sort through the thousands of details and decision points needed to begin the design process. In addition to the

Architect that will be working with you, there are several excellent professionals you can go to that will assist you in the kitchen decision-making process. They are Food Facilities Consultants, and Foodservice Dealer Sales Engineers.

Food Facilities Consultants work on a fee basis. They can take your idea and nurture it into a fully developed plan complete with

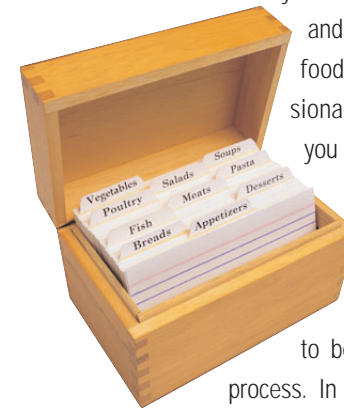
dealer/contractor specifications for pricing. They can assist with menu development, review bids for accuracy, award winning bidders, and insure that the specified equipment is supplied for final installation. The benefit to the customer is these professionals have years of experience to draw upon. Experience that can save you money. As a general rule, the larger the facility, the greater the value of consultants.

Foodservice Dealer Sales Engineers work for a restaurant equipment dealer and get paid when you purchase the equipment from their firm. They will charge a retainer to compensate for their time, should you actually purchase your equipment from another dealer. Sales Engineers are keenly aware of new technologies and because there is gener-

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Southern Cooking Goes Electric!

The Country Kitchen, one of Callaway Gardens® most popular restaurants, reopened March 1, 2006 after an 8-week remodeling. The remodeling included replacing most gas cooking equipment with electric fryers, electric ovens, an electric tilt skillet and electric griddles.



According to Cliff Strickland, Director of Maintenance and Operations, the benefits are numerous. The restaurant is able to serve more people because the new electric equipment gets more production and quicker cook times.



Pictured (l - r) are Don Martin (GPC Key Account Manager) & Cliff Strickland (Callaway Gardens)

Food quality and consistency has improved with the evenness of temperature with the new electric equipment. "Our Chefs love cooking pancakes and eggs on the new electric griddles since there are no surface cold

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On the Road Again *Cont. from Page 3*

option wherever possible. Getting our vendor partners fully engaged in selling the electric



Ramsey Denson, Sales Manager, Big A Distributors

option allowed our team to be in a dozen different spots at the same time, rather than just covering one booth.

The Foodservices Team wants to thank everyone who participated at this year's conference, including Jim Wixson, Lynn Moses and all our valued vendor partners. With another successful conference now behind us, our goal will be to work toward a 100% Total Electric trade show in the future!

A Recipe for *Cont. from Page 2*

questions would be asked:

- How much product per hour will it cook?
- What is the life cycle cost?
- What is the purchase price?
- How much does it cost to operate?
- What is the impact in the quality of the food?
- What is the impact on labor?
- Does the equipment item cause work environment problems?
- Is it easy to operate?
- Can the equipment item serve more than one purpose?
- **Final Layout and Engineering:** This is the last step prior to sending the project out to bid. All of the negotiated changes from the preliminary layout are incorporated into a final drawing set. Then all plumbing, gas, and electrical rough-ins are developed. Ventilation issues are incorporated into the drawings, along with special details that will help convey the finished plan.

• **Awarding the Project:** At this point, the project should be ready to send out for bid. If you have hired a consultant, they will help you determine which dealer should be awarded the project based on their bid price and historical project performance. If you worked and you feel comfortable with a sales engineer, and the prices come back within a small percentage difference, you might then order the equipment directly from them. The benefit of having the designer handle the sale is that they know all of the special details about your kitchen.

If you engage professionals in your planning process you will be guided painlessly through the obstacle course of decision making. Each missed opportunity or incorrect decision can stall or set a project back by many months. Consultants and Sales Engineers are money in the bank! They will steer you clear of profit pitfalls and build in efficiency. I hope that this article has been helpful in giving you a recipe to successful kitchen planning.

▶ Atlanta Fixture & Sales

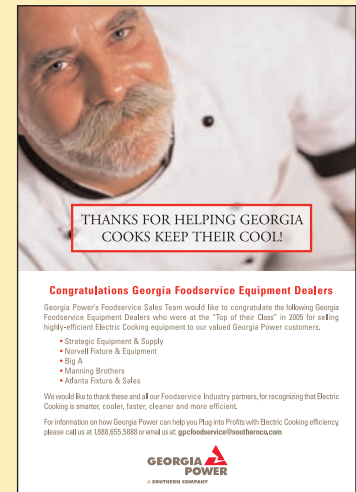
Since 1927 Atlanta Fixture & Sales Company, Inc. has been an industry leader in the national distribution of foodservice equipment and supplies.

Customers can shop at their convenience by visiting Atlanta Fixture's showroom and warehouse (spanning more than 172,000 square feet) or browsing through their website at www.atlantafixture.com. The company's vast inventory of more than 9,000 different in-stock items offers the ability to outfit an entire restaurant from its existing warehouse inventory.

In addition, a fleet of 13 delivery trucks allow Atlanta Fixture to deliver much needed equipment in a fast and responsive manner. Atlanta Fixture's team of experienced design project managers can design and specify equipment solutions for any commercial foodservice application imaginable. Atlanta Fixture is pleased about its partnership with Georgia Power, enabling them to offer and supply money-saving, electric foodservice equipment to their clients.

Top 5 *Foodservice Equipment Dealers* that sell energy-efficient electric cooking equipment:

Atlanta Fixture & Sales
Big A Distributors
Manning brothers
Norvell Fixture & Equipment
Strategic Equipment & Supply





What our Customers are Saying

As an Owner/Operator of Fish Dish, I'm pleased with the fact that my kitchen is very comfortable. We're using three fryers, a griddle, an oven and a full size warmer — all of which are on for many hours. I have no doubt that electric cooking equipment is definitely cooler than any other energy source in addition to it being more productive as well. I am very pleased!

Debbie Ryan, Owner of Fish Dish, McDonough, Georgia

The benefits of electric cooking are numerous. Our restaurant is now able to serve more people because the new electric equipment gets more production and quicker cook times. Our food quality & consistency has improved with the evenness of temperature with the new electric equipment.

Cliff Strickland, Director of Maintenance and Operations, Callaway Gardens®, Pine Mountain, Georgia.

The electric fryers have got a real quick recovery time and they seem to be able to hold their temperature better and last longer than the gas fryers. That surprised me. I guess it's because the elements are right there where you need them to be instead of trying to heat the source from the outside.

Mike King, Multiple Backyard Burgers Franchise Owner, Macon, Georgia



In Our Next Issue

A school system that's making the grade with the electric cooking advantage and some exciting new electric cooking technology advancements to consider.



In Our Next Issue

Myth Busters

Choosing the right cooking equipment can increase your operating efficiency, reduce your energy usage and minimize your overall operating costs. Know the facts before choosing the equipment for your kitchen.

Myth: If my power goes out, I can still use my gas cooking equipment.

Myth Buster: Without electricity:

- Exhaust fans do not run, so fumes cannot be exhausted (a potential for carbon monoxide buildup)
- The equipment's electric thermostats and controls will not work.
- The kitchen is dark, unsafe and a building code violation.

- Dining room lights are out (a violation of occupancy codes.)
- Fire suppression systems may not work (a National Fire Protection violation.)

Myth: My electric panel is full and I do not have enough electricity.

Myth Buster: A full panel does not mean that there is not enough service for all your equipment. There is a new National Electric Code that may help you add additional electric equipment. Your local utility representative can provide helpful information about this. Call 1.888.655.5888. - Fire suppression systems may not work (a National Fire Protection violation.)

Myth: It takes too long to preheat electric.

Myth Buster: Excluding the range burner, electric is ready to cook 10 to 40 percent faster than gas equipment.



Kitchen Chat
Top 5
Myths