

# the electric cooking

WINTER 2008



## advantage<sup>®</sup>

### ► Something's cooking at The Varsity – but not with gas

The Varsity has been one of the hottest places to eat in Atlanta for 80 years, but lately it's been quite a bit cooler.

Oh, they're still packing them in every day to sample the world-famous chili dogs and Frosted Oranges, but the customers and workers are a little more comfortable these days, thanks in large part to Georgia Power.

That's because the world's largest fast-food restaurant made a decision this year to switch from gas fryers to electric ones, and the results have been dramatic. Not only are they turning out their renowned food faster than ever, but the temperature inside has dropped significantly, especially in the kitchen area.

"It has been fantastic," said Gordon Muir, Varsity president and grandson of founder Frank Gordy Sr. "Our building is not just cooler, it's more comfortable. I walked out into the lobby on a recent day when it was 100 degrees outside, but it was cool at The Varsity. That's a first."

During a busy summer day, when the gas fryers were in operation, the temperature in the kitchen could soar above 140 degrees, and would get to 120 behind the counter and even 100 in the lobby. Now, with the much cooler and more efficient electric fryers, it doesn't get much above 80 degrees.

The 18 fryers work feverishly every day, cooking up the french fries and onion rings that helped make The Varsity famous. Not only

are the electric fryers cooler, they are more efficient, easier to maintain and much easier to clean, according to Muir.

Shannon Harris, key account manager for Georgia Power, said it took two years to convince The Varsity to make the decision. She said such a high-profile switch will "help put electric cooking on the map."

"All of us at The Varsity really appreciate the help all of you have offered to us," said Muir, speaking at a celebration luncheon held at the Georgia Power pavilion, where Georgia Power employees feasted on Varsity food. "It has been a great success for us."

Muir said The Varsity plans to also switch to electric fryers at the Athens location.

### East Lake Golf Club: A Historic Golf Club Moves Into the 21st Century

In 1898, the Atlanta Athletic Club (ACC), later to become East Lake Golf Club, was formed. The athletic program was run by John Heisman, the famous football coach after whom the Heisman Trophy is named. The recognized establishment date of the full 18-hole golf course is 1913. After being sold by the ACC to a group of club members in 1968, the course became known as East Lake Country Club. The later-named East Lake Golf Club has become one of the most prominent courses in the world

and is also known as the "home" of legendary golf great Bobby Jones.

In 2000, Chef Michael Deihl became the Executive Chef for this prestigious club. A graduate of the Culinary Institute of America with 37 years of experience in the industry, Chef Deihl is President of the Atlanta Chapter of the American Culinary Federation, recently named the ACF 2008 Chapter of the Year. Chef "Mike" inherited a foodservice operation that was in need of a makeover. The club operated its food-

service function out of a very small, hot kitchen in the lower level of the club. The equipment was very old, was almost all gas and, in many cases, was in need of replacement. However, as Chef

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Chef Deihl shown enjoying his new electric fryer.

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## ▶ Energy Efficiency in Foodservice and Commercial Kitchen Ventilation Workshop

In 2008 Georgia Power, in conjunction with the Electric Foodservice Council and ENERGY STAR®, hosted a seminar titled “Energy Efficiency in Foodservice and Commercial Kitchen Ventilation Workshop.” This was a milestone event in our communicating energy efficiency to our foodservice customers and adding value to their businesses. The workshop demonstrated the value of electric cooking and empowered our foodservice customers to go back to their places of business and begin writing performance-based specifications for electric ENERGY STAR-rated cooking appliances, dishwashers, and ice machines.

The energy efficiency workshop was an overwhelming success. In attendance were centers of influence, industry allies, and key

decision makers in the foodservice industry representing more than 1,000 foodservice locations. The enthusiastic turnout demonstrated that this first-ever energy efficiency customer educational event is a highly sought-after subject. Our customers are hungry for information that can empower them in developing energy efficiency strategies that will help them lower costs, improve productivity, and make the appropriate “green choice” purchasing decisions.

Participants took away an in-depth understanding of how to specify equipment based on performance and expected results, and how to reduce energy, water, and ventilation waste from their facilities. Georgia Power obtained the most influential and knowledge-



able educator in the industry. Mr. Don Fisher, President of Fisher-Nickel, Inc., who advises ENERGY STAR, DOE, ASTM, ASHREA, and the National Restaurant Association, moderated the workshop. This workshop demonstrated Georgia Power’s commitment to improving our customers’ operational performance and profitability.

If you are interested in attending a future event, please call 1-888-655-5888 or send an e-mail to [gpcfoodservice@southernco.com](mailto:gpcfoodservice@southernco.com).

### East Lake Golf Club *Cont. from Page 1*

Mike stated during a recent visit, “You don’t move fast with an established club and membership like East Lake. The transformation of the kitchen and menu has been a slow and methodical process.”

That process for new equipment selection began in the summer of 2006 as Chef Mike accepted an invitation to attend a cooking equipment demonstration at the Georgia Power Demo Kitchen in North Atlanta. Rick Maurer, Georgia Power Foodservice Segment Specialist, hosted Chef Mike and foodservice consultant Michael Johnson. While Georgia Power does not sell equipment, Rick acted in a consultative role to show the numerous benefits of selected pieces of highly efficient electric equipment. Chef Mike came away from that hour-long demonstration impressed, and looking back says, “I was a total gas guy until I visited that test kitchen. When I heard the presentation and saw the demonstration I began to question my previous thinking. From

there I began to do my own research to validate the claims I heard from Georgia Power.”

Over the next two years, Chef Mike consulted with several different cooking equipment manufacturer representatives and dealers and continued to talk with Georgia Power and Rick. The resulting consensus was that **electric was the best choice** for selected pieces of cooking equipment including fryers, combi ovens, a griddle, tilt skillet, kettle, and steamer. In all, 17 pieces of production capacity electric cooking equipment have been installed in the newly renovated East Lake Golf Club clubhouse. The old, cramped, HOT former kitchen has been replaced with a much larger, modern, COOLER kitchen. Cooler, thanks in large part to better ventilation and the fact that electric cooking equipment radiates far less heat into the kitchen. In fact, Chef Mike calls his new kitchen “far more comfortable!” In addition, he found that the electric equipment “makes cleanup much easier and less time-consuming because

of having fewer parts to work with and around.”

Chef Mike’s recommendation to other chefs in the industry is, “Don’t go all-gas anymore. This has been instinctual in the past. Open your eyes and look at other options. The important thing is to be open to listen and learn. Change equipment out as part of a process.” Most importantly, Chef Mike says, “Electric cooking allows me to be better at what I do.”

Chef Deihl finds the relationship between Georgia Power and his member Chefs of the American Culinary Federation mutually beneficial. He says that Chefs who don’t take advantage of the consultative benefits Georgia Power provides the foodservice industry are “missing the boat.”

If you would like to see how Georgia Power can benefit your foodservice operation, please call 1-888-655-5888 or e-mail [gpcfoodservice@southernco.com](mailto:gpcfoodservice@southernco.com).



# Improve Your Bottom Line in This Tightening Economy

Industry Updates

We all read the news every day as to the current state of our economy. Times are a bit tough, especially in the foodservice industry. Did you know that choosing electric cooking equipment can positively impact the profitability of your operation? Here's how.

The initial purchase price of electric cooking equipment is 10 percent to 30 percent LESS than gas counterparts! We're talking hundreds to thousands of dollars in savings from buying one piece, let alone a full cook line. The table on the right shows the average List Price for both electric and gas cooking equipment. This is the "sticker price" for each type of equipment and is not what you would pay, but is an "apples to apples" comparison of both energy types. A typical equipment dealer would discount the electric or gas equipment equally. As you see, the savings are significant and will allow you to install highly efficient electric cooking equipment at a cost less than gas. Don't forget about Georgia Power's Wiring Allowance Program discussed in this issue as well!

Another money saving aspect of electric cooking

## Examples of Typical List Price Comparisons

Example Item	Electric	Gas
Braising Pans 40 gal	✓ \$ 20,223	\$ 24,270
Griddles 3'	✓ \$ 4,910	\$ 5,260
Fryers 45#	✓ \$ 5,485	\$ 5,977
Kettles 40 gal	✓ \$ 19,563	\$ 25,743
Combi Ovens	✓ \$ 26,129	\$ 33,578
Steamers 5 or 6 pan	✓ \$ 11,449	\$ 16,679
Ranges 6-eye w/oven	\$ 8,588	✓ \$ 5,726
Range 2-eye add-a-foot	\$ 3,095	✓ \$ 2,957

Source: AutoQuotes January 2008

## GREEN Means Efficiency

	Electric	Gas
Broiler, over fired	52%	22%
Charbroiler	65%	16%
Fryer, conventional	78%	55%
Fryer, pressure	83%	30%
Griddle, grooved	71%	51%
Kettle, jacketed	73%	42%
Open range burner	73%	29%
Oven - Combi	70%	47%
Oven, deck	55%	24%
Oven, range	45%	13%
Tilting, skillet	79%	52%
Steamer, boilerless	73%	40%
Steamer, pressure	39%	19% (University of MN study & FSTC)

equipment is that in every case, electric is far more energy efficient than gas. With higher energy efficiency, more of the energy used by the equipment on an hourly basis actually goes into cooking the food! More energy into the food means LESS heat into the kitchen or up the

hood. The table above shows the average energy efficiency for various pieces of cooking equipment.

The bottom line is that choosing ELECTRIC cooking equipment for your foodservice operation will save you MONEY and ENERGY!

## Green Tips

1. Place the highest heat-producing equipment such as range tops, grills and griddles toward the middle of your cook line. This enables the hood to capture more of the heat before it radiates into the kitchen.
2. Make sure all the equipment on your cook line is pushed as far to the back of the hood as possible. This improves the hood's ability to remove the heat and cooking effluents before they escape into your kitchen.

## Wiring Assistance Program

Are you renovating your kitchen, adding equipment or just tired of your older high-maintenance

gas cooking equipment? If you are interested in converting your existing gas cooking equipment to newer, more advanced energy efficient electric cooking equipment, now is the best time to make that decision to switch.

Georgia Power is pleased to announce the extension of its Wiring Assistance Program. The program is designed to help our customers with the cost of running the electric wiring necessary in converting from their existing gas cooking appliance, or adding a piece of electric cooking to an existing facility. The wiring assistance available ranges from \$100 up to a maximum of \$2,000. By offsetting the capital costs for your electrical service

capacity upgrade, you can begin enjoying the benefits of electric cooking in your business, including:

- Improved efficiency, productivity and profitability
- Faster preheat and recovery times
- Reduced kitchen heat and air-conditioning costs
- Reduced cleanup time, lower maintenance costs and longer service life

To learn if you qualify, start the application process or determine how electric cooking equipment might benefit your operation, call 1-888-655-5888, visit [georgiapower.com/foodservice](http://georgiapower.com/foodservice) or e-mail [gpcfoodservice@southernco.com](mailto:gpcfoodservice@southernco.com).

Tips, Myths, & Hints

# The Shrimp Factory – Savannah

The Shrimp Factory Restaurant, located at 313 River Street in Savannah, is a landmark for some of the best seafood in historic Savannah. Recently, Cheryl Power, owner of The Shrimp Factory, and Terrie Williamson, office manager for The Shrimp Factory, called Georgia Power for help and guidance with commercial cooking equipment selection.

Starting with a gas leak at the restaurant, Georgia Power had several contacts with The Shrimp Factory, which finally led to their call for assistance. The Shrimp Factory had a gas steamer that was at the end of its life cycle. Terrie called to see if Georgia Power had a steamer that we could demo for The Shrimp Factory. The answer was yes, we had two of them. The owner, Cheryl Power, and her kitchen manager came to the Georgia Power demo kitchen and met with Jim Cone and tested several electric steamers. They selected the INTEK steamer.

Georgia Power was able to loan the electric steamer to The Shrimp Factory for a week while their new steamer was being shipped. The cost of the new 12-pan, double-stack electric steamer was very close to the cost of a 6-pan gas steamer. The Shrimp Factory's electrician worked with Jim Cone of Georgia Power to make sure that the electrical panel, wiring, and connection receptacles were adequate for the new double-stack steamers that they had ordered. The loaned steamer helped get The Shrimp Factory through the week and when their new unit arrived, Georgia Power returned the steamer to the demo kitchen.



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**Inside: Electric Cooking Saves Money**

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