



Red Robin realized cost-effective energy savings with a service-based energy management solution.



With roots dating back to the 1940's, Red Robin Gourmet Burgers franchised its first restaurant in the late 1970's. Red Robin is a casual dining restaurant chain focused on serving an imaginative selection of high-quality gourmet burgers in a family-friendly atmosphere, with over 550 locations in the United States. Red Robin is committed to environmental stewardship, with energy management listed as one of their key priorities.



THE CHALLENGE:

In 2011, Red Robin tested an energy management system (EMS) in order to achieve a reduction in energy usage and utility costs in a select group of restaurants. While they did realize energy savings, the high hardware and maintenance costs associated with the system negated these savings, making the return on investment (ROI) more challenging than anticipated.



THE SOLUTION:

After evaluating a variety of energy management system vendors, Red Robin selected GWT2Energy based on functionality, ease of installation and service, accessibility (via browser and mobile app), and the ability to use cloud-based EMS and all its features without a recurring monthly software expense.

GWT2Energy provides Red Robin an actively managed energy management solution that includes HVAC control and monitoring, interior and exterior lighting control, and remote temperature monitoring and alerting for key assets such as water heaters. While GWT2Energy personnel are primarily responsible for implementing HVAC and lighting schedules, and HVAC temperature set points in the restaurants, the flexibility of Cloud EMS allows access to the thermostats and lighting to be delegated to restaurant managers, who use the Cloud EMS mobile app to see what's going on in their restaurants (but not other locations) and make changes as needed.

In addition to maintaining schedules and set points for HVAC and lighting, GWT2Energy also uses the HVAC Equipment Health Monitoring and Alerting capability of Cloud EMS to proactively identify poorly performing units so that they can be repaired or replaced.





SAVINGS WITH GWT2ENERGY

GWT2Energy demonstrated a significantly lower total cost than Red Robin's previous EMS solution. Currently, Red Robin is projecting the savings to be eight percent to 10 percent of their energy costs per year.



BENEFITS :

To fully take advantage of the EMS, Red Robin has also partnered with GWT2Energy's EMS Call Center. GWT2Energy's EMS Call Center monitors the health of all of the connected HVAC rooftop units (RTUs) and water heaters and informs restaurant management of any performance problems. This allows the restaurants' managers the ability to call for service before equipment failure or long-term reduced efficiency. This supports Red Robin's goal to maintain a comfortable dining experience for their guests.

The combination of energy savings, HVAC equipment repair and maintenance savings, significantly reduced EMS hardware replacement costs and most importantly the concierge-level service provided by GWT2Energy all add up to what Red Robin sees as a positive investment with great returns.

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Amanda McAllister, Director of Capital Purchasing at Red Robin Gourmet Burgers and Brews has this to say about their experience:

“Recently, GWT2Energy completed the rollout of their energy management system (EMS) in our restaurants throughout the country. They brought a solution that had a higher ROI, no recurring software fees and the longest warranty in the industry. We have realized substantial savings on our P&L's utility line. GWT2Energy is a great partner!”

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ABOUT GWT2ENERGY

GWT2Energy is an independent energy consulting company that focuses on restaurant energy management programs. The team at GWT2Energy has decades of experience serving in roles such as Corporate Energy Manager and Energy Consultant for organizations such as Arby's, Red Robin, Waffle House and Wendy's. At GWT2Energy, we help restaurant franchise owners maximize their profit by managing their energy expenditures.

Our energy management solutions let you focus on what you do best - provide a great customer experience!



For more information on how GWT2Energy can help you retain more profit, contact **WALT TAYLOR**



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