



# Taco Bell



Rick Winfree,  
Senior Director  
of Engineering,  
Taco Bell Corp.

## Taco Bell Cooks with Electricity and Saves While Pleasing Customers

### Grill-to-Order Dry Line Cuts Electricity Costs Dramatically and Improves Quality

The problem was water: in any restaurant kitchen, it's an expensive and sometimes hazardous way to heat food. At Taco Bell, a typical kitchen built around steam tables was using about \$7,500 in electricity per year and 125 gallons of hot water per day. Its move to a dry electric Grill-to-Order operation with help from Southern California Edison's (SCE) Express Solutions program has cut Taco Bell's power costs for the production lines by nearly two-thirds, eliminated hot water in the process, and most importantly, pleased customers with better-tasting food.

### Energy Savings of 100 kWh Every Day

"Eliminating waste, improving productivity, increasing efficiency... they're all ongoing efforts here at Taco Bell, and ultimately they're all focused on configuring the perfect kitchen to deliver the best possible food to our customers at the best price," says Rick Winfree, Senior Director of Engineering. "Water was a problem because it was not only

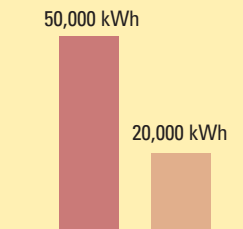
inefficient, but it also created a lot of wasted heat in the work space. We have a long collaboration with SCE and their Foodservice Technology Center to improve our processes. We expected improvements in safety, cleanliness, and comfort in the kitchen when we tested an all-electric Grill-to-Order (GTO) dry line, but we were all surprised at the unexpected energy savings that resulted. The steam lines in a standard SCE territory restaurant cost more than \$7,400 in electrical and used almost 50,000 kWh per year. The GTO lines' electrical costs were less than \$3,000 and used less than 20,000 kWh per year. In a couple of the restaurants we tested in, we've saved as much as \$5,900 a year in electricity costs per store."

"Going electric was an even bigger improvement than we anticipated," Rick affirms. "It has permitted us to expand our product line and add new items. We're using electricity more efficiently, so we can add equipment without adding overhead, and remove equipment we don't need. The kitchens are cleaner and more comfortable to work in, and the AC load on the typical restaurant is less.

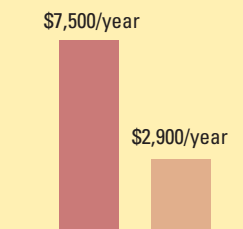
### Estimated Savings by Managing Energy

- *Industry:* Hospitality/Restaurants
- *SCE Programs Utilized:* Express Solutions
- *Results:* 100+ kWh savings per day per restaurant

### Standard Production Lines annual kWh v. Dry-Line Grill-to-Order annual kWh (per store)



### Using 15 cents/kWh, Standard Production Line v. Dry-Line Grill-to-Order (per store)



# Energy Management Success Story

Taco Bell Cooks with Electricity and Saves While Pleasing Customers

Most important, customers report liking the food even better. Now every new production line we make is electric, and we're working 24/7 retrofitting all our older ones — more than 5,600 restaurants."

"The savings is about 100 kWh per day per store; we save about 36,000 kWh per year based on our 16-hour days," Winfree says. "Our franchisees need

to invest in this retrofit, and if they own multiple restaurants, they're naturally going to ask tough questions. We're able to demonstrate the energy savings and the long term value of this, and the incentives from SCE make it irresistible. The franchisees see it as winning all around — greener business, more savings, and better product."



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## Earn Even More Savings with Other SCE Offerings

Southern California Edison offers a range of energy management solutions to help you better manage your electricity costs.

- Purchase qualifying energy-efficient equipment or technologies and receive incentives and rebates through SCE's Express and Customized Solutions.

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