

POWER Grant

Helping businesses lower electric usage and demand

Buffalo Wild Wings PROFILE

Business Energy Audits • Project Design Assistance • Conservation Rebates • Grants

COMPANY IS NOT JUST "WINGING IT" WITH ENERGY EFFICIENCY.



Buffalo Wild Wings Grill & Bar specializes in turning up the heat with signature sauces that range from *smilin'* to *screamin' hot*. However, the company takes a more temperate approach when it comes to heating, cooling and powering its facilities, continually looking for ways to save energy and lower costs.

The recent construction of a new Buffalo Wild Wings restaurant in Duluth is a good example. Despite the energy-intensive nature of food service businesses, the facility was designed to use electricity as efficiently as possible.

Located near the Miller Hill Mall in a building that once housed Gander Mountain, the new restaurant is an example of environmentally responsible adaptive reuse of an existing facility and infrastructure. It also incorporates a variety of energy-saving equipment and systems. One of the most innovative features is its lighting system, which includes mixed energy-efficient bulbs and fixtures, plus a computerized control system that automatically adjusts lighting levels throughout the day and shuts them off when the facility is closed.

"All of the lighting is tied together and programmed for maximum efficiency and ease of operation," said Doug Robison of Energy Management Solutions (EMS), an energy consultant for Minnesota Power. "The system makes sure unnecessary lights are off, reduces energy usage, and increases the life expectancy of the equipment."

Minnesota Power energy consultants contacted the Buffalo Wild Wings corporate headquarters when they first heard the chain was expanding to Duluth. They reviewed original blueprints and made recommendations for more energy-efficient lighting and lighting control systems, ENERGY STAR® appliances, and high-performance HVAC units.

"Our goal was to use Minnesota Power's **POWERGrant** program to its full ability to optimize their energy savings and rebates," Robison said.



Even the wall-to-wall television sets that broadcast sports programming throughout the restaurant are ENERGY STAR®-rated.

Learn more about **POWERGrant**.

Minnesota Power's Conservation Improvement Program
218-722-5642 or toll-free at 800-228-4966, ext. 2909

www.mnpower.com/powergrant/



a conservation program

POWER Grants

Find out how POWER Grant can help you.

Minnesota Power awards grants to commercial/industrial customers who use innovative technologies, improve manufacturing processes, undertake renewable electric energy projects, or who need project design assistance. POWER Grant is available for a wide variety of projects employing diverse technologies.

Here are some examples of activities or products that could qualify for Minnesota Power funding under the POWER Grant Program:

- New electro-technologies that lower energy costs per unit of production in a manufacturing process
- Innovative technologies that are new and underutilized in our regional marketplace
- Inclusion of energy-efficient options in the design phase of a project

Maximum annual grants are determined by a customer's average billing demand:

Customer Demand	Maximum Grant
Less than 100 kW	\$10,000
100 to 300 kW	\$25,000
Over 300 kW	\$50,000

Minnesota Power may consider higher rebate levels.

Other Minnesota Power Products and Services

In addition to POWER Grants, Minnesota Power offers commercial, industrial and agricultural customers other energy efficiency products and services. These include energy audits, rebates, dual fuel, storage/off-peak services, outdoor and area lighting, and economic development assistance.



(Left to right) Minnesota Power energy consultant Doug Robison of EMS with Buffalo Wild Wings Duluth General Manager Chris Jonas.

The final plans included a high performance HVAC system with NEMA premium motors and economizers and ENERGY STAR®-qualified coolers, dishwashers, and ovens. Even the wall-to-wall television sets that broadcast sports programming throughout the restaurant are ENERGY STAR®-rated.

“Every penny counts in today’s economy. To stay competitive, we have to look closely at energy costs and do what we can to save money.”

Chris Jonas, General Manager, Buffalo Wild Wings, Duluth

Together, these energy-saving choices are expected to save the company 152,000 kWh per year, reduce monthly electric demand by 26 kW, and avoid nearly \$10,000 in energy costs per year. They qualified for nearly \$7,000 in POWER Grant rebates from Minnesota Power.

“The rebates are a big bonus,” Jonas said. “If Buffalo Wild Wings opens 10 stores and gets similar rebates to what we received, it is like equipping an entire store for free.”

That math is important for the rapidly expanding company. Based in Minneapolis, Minn., Buffalo Wild Wings is among the top 10 fastest growing restaurant chains in the country. It currently boasts 638 stores and strives to reach 1,000 in the next few years. Some of the energy-saving technologies incorporated into the Duluth store will be carried forth as the company adds locations.

In addition to the bottom line benefits, energy efficiency is a good fit with Buffalo Wild Wings’ commitment to practicing good citizenship and helping to make communities better places to live, work and grow.

“We want to give back to our communities,” Jonas said. “It feels great to know we are using energy responsibly and doing our part for the environment.”



ENERGY STAR®-qualified ovens, dishwashers and other appliances save energy in the kitchen.