



# Whitey's Restaurant

## Davison, MI

**The Challenge:** Whitey's Restaurant is a family owned and operated establishment serving up award-winning fish and chips, made-from-scratch seafood and friendly service since 1955. Operating as a dining destination for dine in, drive-thru and takeout, the owners wanted to know how they could save money on their energy bill. The restaurant did notice a 40% increase in its drive-thru and takeout sales and wanted to focus on expanding this area of the business. Extra savings, such as those from an energy bill, would allow the owners to capitalize on the expansion.

**The Solution:** A preferred Trade Ally performed a walk-through assessment to show Whitey's Restaurant how it could save money and energy. In the past, the restaurant had already captured savings by working with Consumers Energy to replace incandescent light bulbs with LED bulbs and fluorescent T12 tubes with fluorescent T8 tubes. This time, the upgrades included swapping fluorescent T8 tubes to LED tubes, enhancing the refrigerator motor with an energy-efficient model and improving the lights in the parking lot.

**The Result:** After its upgrades, Whitey's Restaurant now has a quieter refrigerator motor and a brighter working environment for its employees along with a safer parking lot from the exterior lighting improvements. Plus, all those enhancements led to a savings of 33,521 kWh, annually, and resulted in an incentive payment of \$5,395.

## Project Details

- **Upgrades:**
  - T8 tube lighting to LED tubes
  - ECM motors, refrigeration
  - HPS parking lot lights to LED
- **Completed:** 2018
- **Overall Incentive:** \$5,395
- **Annual Electric Savings:** 33,521 kWh
- **Average Annual Energy Bill Savings:** \$3,687.31

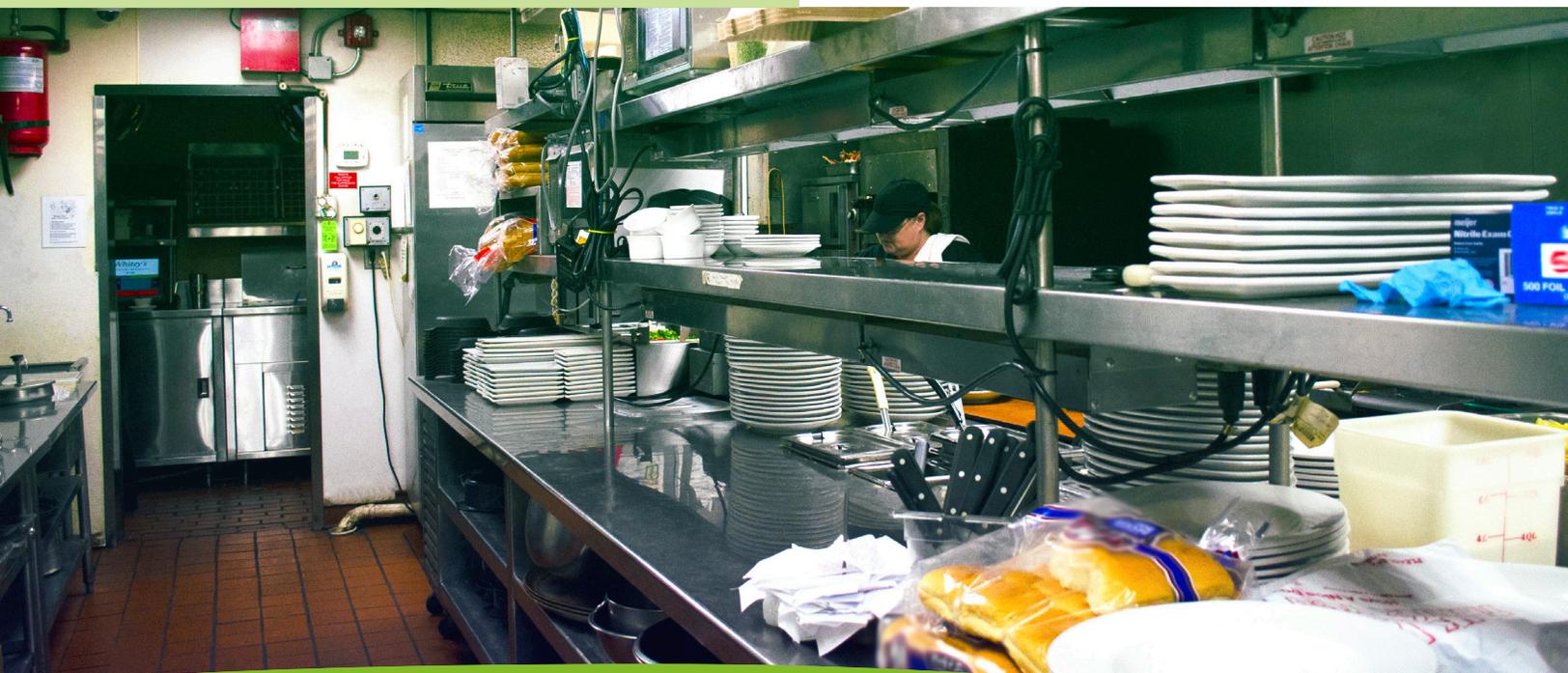


**“It’s a good program. I don’t know why anybody would not [participate in it].”**

Scott Hilgendorf, Co-owner  
Whitey’s Restaurant

## Energy Savings Performance

Because they partnered with the Consumers Energy Small Business Trade Ally Programs, Whitey’s Restaurant was able to easily switch over to more energy-efficient equipment and an incentive of \$5,395 helped reduce upfront expenses. Plus, they save \$3,687.31 a year on their energy bill.



## The Small Business Trade Ally Program

The Small Business Trade Ally Program is an incentive program specifically tailored for Consumers Energy commercial electric business owners with an annual use of less than 400,000 kWh. We specialize in giving small business owners an opportunity to upgrade their lighting and refrigeration technology at an affordable price by working with a strong network of preferred Trade Allies. We offer a quick completion turnaround and higher incentives on our lighting measures than most programs. Our Trade Allies handle everything from start to finish, so the program is very easy on the business owner.

### Get started today

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