

Applebee's Restaurants Successful Cost Saving Light Retrofits



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 Apple-Metro, Inc.

Two high-profile Applebee's restaurants are located in New York City on 42nd Street and on Broadway. Customers enjoy good food and a neighborhood atmosphere at this casual dining restaurant. Recently, these two restaurants underwent lighting retrofits.

The retrofits began by replacing more than 200 track and recessed incandescent fixtures with JANMAR Series 799LED, Series 739LED, and Series 214LED. Additionally, the exterior canopy fixtures illuminate the entrance with Dialight's 150W LED High Bay.

According to Mike Berry, Director of Construction and Facilities of Apple-Metro, Inc., the project has been so successful at these locations that they will make the same changes at all of the 31 locations in New York. The following six locations scheduled to open will also feature the new LED technology.

Berry says reduced energy consumption is always part of the operational plan, but the timing and availability of new technology LED lamps helped them recently make the switch. “Truthfully, this is the first time LED prices have come down to a level where we could



consider making changes and get a strong return on investment. Also, the performance and choices in LED lighting were more limited in the past. By working with our lighting retrofit partners, we were able to identify cost effective and attractive lighting solutions that allow us to take advantage of electric utility company rebates. At that point, it became a project for us that we were really excited about.”

The experts at Whitehead Energy Solutions assisted with the fixture selection and reviewed several fixture options. Energy efficient LED solutions were identified, and the team produced a selection of products for approval. Once approved, Whitehead then went on to design the lighting retrofit layout.

The average kWh light load reduction afforded by the retrofit is over 80% per location. And, the JANMAR LED products generate much lower heat output and are expected to save on air conditioning costs. Further, the new LED lamps will also allow for fewer maintenance issues given the much longer service life of the LED lights, which are designed for a 50,000-hour lifetime.

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Richard Greene
Whitehead Energy Solutions

Richard Greene, National Account Sales Manager at Whitehead Energy Solutions explains, “LED lighting has changed significantly since its introduction. Early on, the technology was better known for its efficiency rather than being visually attractive so it wasn’t an option for restaurants, retail stores, or even hospitality.

“Time and technology have changed. Today’s LED technologies offer a combination of energy efficiency as well as aesthetics and ambiance,” states Greene. “Today we are finding that more restaurants are turning to LEDs.”

About Apple-Metro, Inc.

Apple-Metro, Inc. is the exclusive New York Metropolitan Area franchisee for Applebee’s Neighborhood Grill & Bar. Apple-Metro’s portfolio includes 31 Applebee’s servicing the Five Boroughs, Westchester and Rockland Counties. In their 15th year of operation, Apple-Metro is the Applebee’s Services, Inc. Franchisee of the Year, continuing to focus on creating the ultimate casual dining experience through extraordinary service and exceptional food and drink in a fun-filled, friendly atmosphere.

About Applebee’s

Applebee’s (www.applebees.com) is the world’s largest casual dining chain, with more than 2,000 locations in 49 states, 16 countries and one U.S. territory. Based in Lenexa, Kan., Applebee’s takes pride in providing a welcoming, neighborhood environment where everyone can enjoy the dining experience. Applebee’s Services, Inc., and its affiliates franchise and operate restaurants under Applebee’s Neighborhood Bar & Grill and are a DineEquity, Inc. (NYSE: DIN) brand.