

Case Study – White Rose Cafe



A business energy initiative of Z-NET Uralla - a project funded by the Murray-Darling Basin Regional Economic Diversification programme.



Business Story:

The White Rose Diner was owned and operated by Sam and Elizabeth Henderson. The Diner was located at 82 Bridge Street in the main street of Uralla

The Diner specialised in fresh pizza with pizza bases made on location, with gluten free options available. Bread and rolls supplied locally by Moon's bakery.

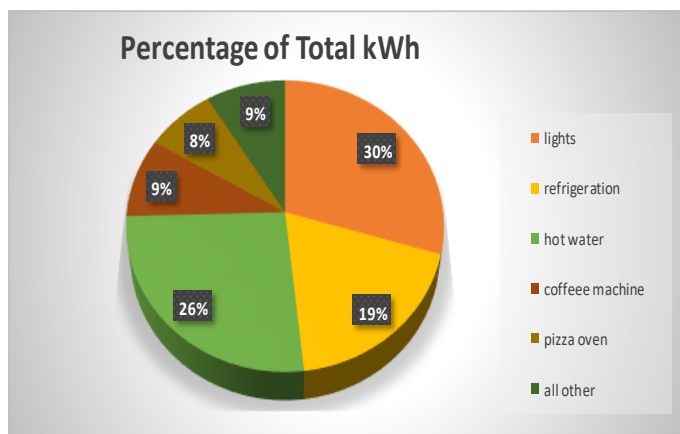
Key Concerns / Issues:

- High cost of electricity in running business, interested in ideas to reduce power consumption.
- Refrigeration, particularly cool room are a high energy cost for the business.
- The Wood fire flu is difficult to clean. Concern in relation to fire hazard

Agreed Plan:

- Look at the pattern & size of the power bill.
- Undertake Energy Monitoring to identify what the cost of major equipment such as coffee machine and fridges are costing to operate.
- Review lighting and make suggestions.

Significant Users of Power - White Rose Diner	Percentage of Total kWh
lights	30%
refrigeration	19%
hot water	26%
coffee machine	9%
pizza oven	8%
all other	9%
Total	100%



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Solutions:

Replace seals on Chest Freezer and review option to lease new refrigeration to replace old cool room

Adjust thermostat on Upright freezer unit

Replace existing T8 Fluorescent lights with LEDs

Turn off coffee machine on Monday evening (20% saving)

Review energy supplier and shop around for better deal

Undertake annual maintenance and flu cleaning for wood heater

Done	Underway	Considering
		✓
✓		
		✓
		✓
	✓	
		✓

Power consumption can be managed. Whenever you save energy within your business you are also saving money. Energy costs contribute to your business's financial bottom line so the more energy you save in your business the more profitable your business can be.

INDUSTRY BENCHMARKING:

ATO Small Business Benchmark: Restaurant

Average % of Turnover

Gross Profit Margin	15%
Cost of Sales	34%
Labour *	24%
Rent *	16%
Other	11%

- Indicative, use only as guide

Every 1% saved in energy costs (or other business expenses) contributes to an increased gross profit margin of up to 6.6 % for this business.

RESOURCES:

Websites for Benchmarking and Assistance to reduce power bills.

** <https://www.ato.gov.au/Business/Small-business-benchmarks>

<http://energycut.com.au/business>

www.energymadeeasy.gov.au

www.zneturalla.org.au

<https://www.facebook.com/ZNetUralla/>

