TURNTIDE®

Smart Buildings

CUSTOMER CASE STUDY



FIVE GUYS®

Forward-Thinking Five Guys Franchise Adopts Turntide Smart Motor System as Its Catalyst for Sustainable Operations

Five Guys is one of America's most well-known fast casual restaurant chains, serving never-frozen hamburgers, hot dogs, and french fries to customers in over 1,700 locations globally. Its food has garnered numerous awards, such as being crowned the "Number 1 Burger" by Washingtonian Magazine. Five Guys is also committed to making its restaurants a welcoming place for both customers and employees, as evidenced by its listing on Forbes' America's Best Employers list in 2021.

Business Challenge

When it comes to operating a quick service restaurant (QSR), a well-maintained, highly efficient HVAC system can be an invisible yet critical factor to success. QSRs such as Five Guys calibrate complex HVAC operating parameters to ensure a properly ventilated cooking area doesn't compromise a comfortable, customer-pleasing dine-in and takeout experience. In addition, HVAC simply has to run properly within a QSR. Without HVAC, food spoils, leading to lost profits and lost customers.

Crucial HVAC Parameters for QSRs

- **Optimize your customer experience**
- **Reduce compliance & operations risk**
- **Meet your sustainability goals**

As QSRs require lots of energy to operate during business hours, it is becoming increasingly critical for them to think about sustainable operations as a methodology to operate a robust HVAC system at the lowest possible cost. Developing a sound strategy to balance these variables can give QSRs a competitive advantage in a highly competitive, low-margin business segment.

Neal Starling, a Five Guys franchise owner, took a proactive approach and reached out to Turntide about deploying the Turntide Smart Motor System into his Five Guys restaurant locations.

Objective

Neal's objective was straightforward: reduce overall HVAC operating costs while maintaining optimal employee and customer comfort in his restaurants.

Turntide deployed the Turntide Smart Motor System at a Five Guys restaurant location in Montgomery, Alabama as a starting point. Within the two packaged rooftop units (RTUs) on site, its motors were replaced with Turntide Smart Motor Systems.

The Business

Five Guys Restaurants

Location: Montgomery, AL

Building Square Footage: 2,000 sq. ft

HVAC System Size: 2 Rooftop Units (RTUs)

The Solution

Turntide Smart Motor System

+ 2x 3HP motor systems (V01/P04)



Business Outcomes

After installing the Turntide Smart Motor System, Neal immediately saw substantial energy and cost savings running HVAC at the Five Guys location. On an annual basis, Five Guys can reduce energy use by up to 70%, which translates to $2.3K saved annually in energy bills.

Immediate Impact of Turntide Smart Motors

- $2.3K ANNUAL SAVINGS
- 70% ANNUAL ENERGY REDUCTION
- 19,174 KWH IN ENERGY SAVINGS
- 1.6 YEARS TO PAYBACK

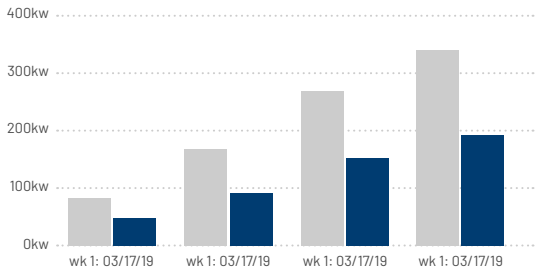
With Turntide, This Five Guys Store Saves...

- 1,529 GALLONS OF GAS
- 16.6 ACRES OF FOREST
- 13.6 METRIC TONS OF CO_2

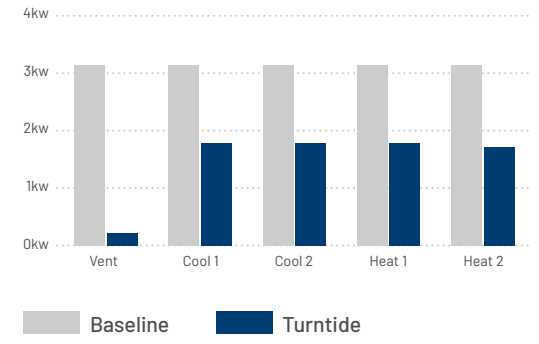
Due to the success of the initial rollout, Neal deployed the Turntide Smart Motor System in two more Five Guys locations in Alabama. With Turntide smart motors running in three restaurants, Neal realized immediate energy and cost savings running his Five Guys locations. Furthermore, Neal took advantage of having a truly intelligent motor system, leveraging Turntide to seamlessly capture and monitor RTU data to make intelligent, data-driven decisions on HVAC system maintenance and repair.

Aside from helping Five Guys meet their cost objectives, Turntide has also helped Five Guys do its part to reduce its carbon footprint, helping save an equivalent of 16.6 acres of forest in one year, just by installing two Turntide smart motors in one store. Turntide provided Neal with something rare in technology: a true win-win investment that generates transformative impact to his businesses, his customers and employees, and his community.

Turntide Power Draw vs. Baseline (All Motors)



Savings by Mode (All motors)



Turntide for QSRs

Providing a streamlined, frictionless approach for QSRs such as Five Guys to reap the business benefits of sustainability, the Turntide Smart Motor System and Platform for Sustainable Operations are no-brainer solutions to help QSRs save money, save energy, and save the environment. Contact us today to learn how Turntide can help you with simple sustainable operations solutions to thrive as eager diners return to your restaurants in a post-COVID environment.



LEARN MORE >

Speak with our team to learn more about how Turntide Commercial Real Estate can help you drive down energy costs, boost your bottom line, and meet your sustainability goals.

TURNTIDE TECHNOLOGIES

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