



Instant Discounts

FOOD SERVICE

FOOD SERVICE EQUIPMENT SALES, REIMAGINED.

What Are Instant Discounts?

FOCUS ON ENERGY® offers point-of-sale incentives, also known as instant discounts, when eligible customers purchase high-efficiency commercial food service equipment. Discounts are offered by participating dealers, distributors, and manufacturers directly on a customer's invoice. Unlike traditional incentive programs, customers won't have to wait to receive an incentive or submit any paperwork. As a participating distributor, dealer, or manufacturer, you'll be reimbursed for the discount (plus receive a sales spiff!) in as little as two weeks.

Why Should I Participate?

Being able to offer discounted pricing on eligible equipment can increase your sales of high-margin energy-efficient equipment. Plus, you'll earn sales spiffs for your participation and your customers benefit from saving energy and money thanks to their new energy-efficient equipment.

You must be a participating dealer, distributor, or manufacturer to offer these incentives. Gain a competitive advantage in the market by enrolling today.

How It Works:

Contact Focus on Energy to enroll. Our team will train you on everything you need to know about the program. Once you're enrolled, it's simple to participate:

- 1 For every piece of qualifying equipment sold, you'll offer your customer an instant discount directly on their invoice.
- 2 You'll use our convenient, easy-to-use online platform to submit information about your qualifying equipment sale(s). This step can be done in as little as five minutes!
- 3 Once we receive your information, Focus reimburses you within two weeks for the instant discount plus you'll receive a sales spiff for each piece of equipment sold.



The Benefits of Participating

Instant discounts at the point-of-sale can increase your sales of high-margin, energy-efficient equipment.



Sales spiffs for each purchase.



Payment within two weeks of approval.



Increased customer satisfaction and retention.



Our online tool makes it easy!

Eligibility Requirements & Instant Discounts for Natural Gas Equipment

Equipment Type	Efficiency Requirement	Instant Discount	Dealer Spiff
Combination Oven	ENERGY STAR® v2.0	\$2,000/cavity	\$100/cavity
Convection Oven, Full Size	ENERGY STAR® v2.1	\$350/cavity	\$25/cavity
Demand Control Kitchen Ventilation	Variable speed, control-based exhaust fan (temp sensor or temp + optical sensor)	\$600/HP	\$25/HP
Undercounter Dishwasher*	ENERGY STAR® v3.0	\$250/unit	\$50/unit
Door-Type Dishwasher*	ENERGY STAR® v3.0	\$500/unit	\$50/unit
Single-Tank Conveyor Dishwasher*	ENERGY STAR® v3.0	\$750/unit	\$50/unit
Multi-Tank Conveyor Dishwasher*	ENERGY STAR® v3.0	\$750/unit	\$50/unit
Pot, Pan, Utensil Dishwasher (high temp)	ENERGY STAR® v3.0	\$250/unit	\$50/unit
Fryer	ENERGY STAR® v3.0	\$1,000/vat	\$50/vat
Griddle	ENERGY STAR® v1.2	\$250/linear foot	\$25/linear foot
Rack Oven, Single	ENERGY STAR® v2.2	\$1,000/unit	\$100/unit
Rack Oven, Double	ENERGY STAR® v2.2	\$1,000/unit	\$100/unit
Steamer, 3 pans	ENERGY STAR® v1.2	\$1,500/unit	\$150
Steamer, 4 pans	ENERGY STAR® v1.2	\$2,000/unit	\$200
Steamer, 5 pans	ENERGY STAR® v1.2	\$2,500/unit	\$250
Steamer, 6 pans	ENERGY STAR® v1.2	\$3,000/unit	\$300

*High temperature and low temperature models accepted.

Eligibility Requirements & Instant Discounts for Electric Equipment

Equipment Type	Efficiency Requirement	Instant Discount	Dealer Spiff
Combination Oven	ENERGY STAR® v2.0	\$2,000/cavity	\$100/cavity
Convection Oven, Full Size	ENERGY STAR® v3.0	\$350/cavity	\$25/cavity
Demand Control Kitchen Ventilation	Variable speed, control-based exhaust fan (temp sensor or temp + optical sensor)	\$600/HP	\$25/HP
Undercounter Dishwasher*	ENERGY STAR® v3.0	\$250/unit	\$50/unit
Door-Type Dishwasher*	ENERGY STAR® v3.0	\$500/unit	\$50/unit
Single-Tank Conveyor Dishwasher*	ENERGY STAR® v3.0	\$750/unit	\$50/unit
Multi-Tank Conveyor Dishwasher*	ENERGY STAR® v3.0	\$750/unit	\$50/unit
Pot, Pan, Utensil Dishwasher (high temp)	ENERGY STAR® v3.0	\$250/unit	\$50/unit
Freezer (Solid or Glass Door)	ENERGY STAR® v5.0	\$200/unit	\$50/unit
Fryer	ENERGY STAR® v3.0	\$1,000/vat	\$50/vat
Griddle	ENERGY STAR® v1.2	\$250/linear foot	\$25/linear foot
Hot Food Holding Cabinet	ENERGY STAR® v2.0	\$500/unit	\$25/unit
Ice Machine	ENERGY STAR® v3.0	\$250/unit	\$50/unit
Refrigerator	ENERGY STAR® v5.0	\$200/unit	\$50/unit
Steamer	ENERGY STAR® v1.2	\$500/cavity	\$50/cavity

*High temperature and low temperature models accepted.

Learn more about Instant Discounts on commercial food service equipment at focusonenergy.com/instantdiscounts

For more information or to enroll, contact: instantdiscounts@focusonenergy.com | 608.341.2505

REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.