



# Instant Discounts

## FOOD SERVICE

## DEALER PROCESS GUIDE

### 1 Verify Equipment Eligibility

- Confirm the unit qualifies for an instant discount by checking one of these resources:
  - Qualified Products List (QPL) at **focusonenergyinstantdiscounts.com**.
  - Call the FOCUS ON ENERGY® Instant Discounts program hotline at 608.341.2505.

### 2 Verify Customer Eligibility

- Qualifying equipment must be installed in a business whose site receives electric and/or natural gas service from a utility participating in Focus on Energy. To confirm a customer's utility provider:
  - Utilize the zip code lookup tool provided by the Instant Discounts team, or
  - Contact Focus on Energy at 608.341.2505 or **instantdiscounts@focusonenergy.com**.
  - Confirm the customer's utility at **focusonenergy.com/utilities**
- Both new construction and replacement projects are eligible.

### 3 Complete the Sale

- All invoices must include a discount or credit noting "Focus on Energy Instant Discounts" (or similar) with the corresponding discount amount.
- Discount amounts can be found on the QPL.
- Sales tax should be applied to the full equipment price before the incentive.
- Apply the instant discount as either a point-of-sale discount or as a credit to the customer.

### 4 Submit Claim for Instant Discounts

- Log in to your account at **focusonenergyinstantdiscounts.com** and select "Submit new claim." Have the following information on hand:

#### Installation site

- Installation address
- Customer utility provider

#### Project and sales information

- Project type
- Building type
- End-user business name
- Invoice number
- Invoice date
- Estimated install date
- Contractor information
- Water heating type\*

#### Equipment information

- Manufacturer
- Model
- Number of units
- Retail price per unit

#### Add optional claim notes.

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\* Required for certain product types.

*Claims are typically reviewed and approved within two business days and reimbursement transactions sent within two weeks of approval.*

## 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) Pre-approval required	\$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	\$150
Steamer, 4 pans	ENERGY STAR® v1.2	\$2,000	\$200
Steamer, 5 pans	ENERGY STAR® v1.2	\$2,500	\$250
Steamer, 6 pans	ENERGY STAR® v1.2	\$3,000	\$300

\*High temperature and low temperature models accepted.

**Learn more about Instant Discounts on commercial food service equipment at [focusonenergy.com/instantdiscounts](https://focusonenergy.com/instantdiscounts).**

## 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) Pre-approval required	\$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, 3 pans	ENERGY STAR® v1.2	\$1,500	\$150
Steamer, 4 pans	ENERGY STAR® v1.2	\$2,000	\$200
Steamer, 5 pans	ENERGY STAR® v1.2	\$2,500	\$250
Steamer, 6 pans	ENERGY STAR® v1.2	\$3,000	\$300

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# Frequently Asked Questions

## What is the process for participation?

1. **Enroll.** Dealer begins enrollment by signing the Dealer Participation Agreement (DPA).
2. **Access.** Dealer will be given access to the online discount application website at **focusonenergyinstantdiscounts.com**.
3. **Train.** Dealer will be provided training regarding what constitutes a qualified sale and how to apply for discounts on the online system.
4. **Sell.** Dealer will sell qualifying equipment to eligible customers and collect customer installation address data.
5. **Apply.** Dealer will submit discount claims for qualifying equipment sales to the online system.
6. **Incent.** Focus on Energy will pay discounts to dealers for qualifying sales.

## How does a dealer qualify for the program?

Qualifying dealers purchase equipment directly from manufacturers, re-distributors, or manufacturer's representatives to sell to an eligible customer and install at their facility.

An entity who purchases equipment from a dealer, such as a contractor or end-user, does not qualify for enrollment in this program.

## How does the discount structure work?

Dealers are required to pass the instant discount to the customer for all qualifying sales.

The dealer will retain a spiff to help cover administrative costs.

## Can contractor or vendor information be provided in place of installation address?

No, the installation address must be provided.

## How quickly will I get paid?

Focus on Energy typically pays claims within 14 days of claim approval in the online system.

## How will I know if equipment qualifies for a discount?

Equipment must meet the minimum qualifying efficiencies determined by Focus on Energy and outlined in the Eligibility Requirements and Instant Discounts table.

## Why are other technologies and equipment not included?

Additional technologies will be considered in the future. Questions about discounts for technologies not currently addressed through the program can be directed to Focus on Energy.