

## CASE STUDY

### FOGGY DEW PUB

#### PROJECT STATS

5,000 sq. ft. pub, seats 210

**Before:** 180 lamps  
ranging from 30W to 70W

**After:** 180 lamps  
ranging from 1.8W to 28W

#### RESULTS

Project Cost: \$3,983.00

Simple Payback after BIP Incentive:  
Approx. 5 months

Electricity savings:  
Approx. \$400.00 monthly

RIGHT: HELEN GRIFFITHS



### The Project in Detail

Lighting	Before	After
45 large spot lights	70W	8W
19 small spot lights	50W	5W
72 reg. lamp lights	60W	5W
12 chandelier lights	40W	5W
7 fridge lights	60W	15W
6 exit signs	30W	1.8W
2 (2-lamp) fixtures	T-12 40W	T-8 28W
17 (4-lamp) fixtures	T-12 40W	T-8 28W

## LIGHTING RETROFIT ADDS TO THE AMBIANCE AND THE BOTTOM LINE AT THE FOGGY DEW

The Foggy Dew, in the heart of Toronto's King West Village, is one of nine Irish alehouses and pubs operated by FAB Concepts. This well-known neighbourhood meeting spot serves everything from brunch to late night snacks along with a well-stocked bar that features Ireland's finest.

To complement the food and drink, FAB Concepts worked hard to deliver just the right ambiance to make the pub as inviting as possible. Lighting plays an important role especially in the evening when the warm glow from the inside invites patrons in to join in the lively conversation.

So, any contemplated changes to the lighting would have to be in keeping with the overall vision for The Foggy Dew.

The most recent generation of dimmable, warm yellow spectrum compact fluorescent bulbs delivered not only the right mood, but also real savings every month. The BIP incentive reduced the payback period for this project to about five months. Cheers!

**"WE'RE LOOKING TO GREEN ALL ASPECTS OF OUR OPERATIONS. BIP FITS IN PERFECTLY."**

**Helen Griffiths**  
Director of Operations, FAB Concepts Inc.

LEFT TO RIGHT:  
SCOTT O'CONNOR, HELEN GRIFFITHS, RYAN COOPER



**"Our lights are on about 20 hours a day. So the savings we're seeing from this program make a big difference."**

It takes about 180 lights to create the atmosphere you find at the Foggy Dew and keep the kitchen and other working areas lit.

Looking for a way to reduce energy consumption, FAB Concepts worked with energy consultant Scott O'Connor of O'Connor's Go Green - Save Green. After an analysis of the current lighting, O'Connor came back with a recommendation for Chris Bralean of FAB Concepts. Chris then worked with Toronto Hydro-Electric System Account Executive Bill Scott to complete the BIP application.

### **New lights look even better than the previous ones**

On a day-to-day basis, it's Foggy Dew's General Manager Ryan Cooper who is responsible for the establishment. His reaction to the new lighting - he's thrilled, both for the savings and the look.

"Many people don't know about the dimmable yellow spectrum compact fluorescents," said Ryan. "When they think CFL, they think cold blue light, which of course wouldn't work here. These lights make the Foggy Dew even more inviting than before. I've stood on the sidewalk at night looking in and I'm very happy with the warmth it projects. And you can't beat \$400 in savings month after month."

### **A five-month payback makes sense for everyone**

Today all businesses watch their costs more than ever. So anytime a project delivers pure cost savings after just five months, it's quite easy to say "yes". FAB Concepts is looking at BIP and similar energy-saving programs for all of their establishments.

The company is committed to greening their business. For example, they are aiming to have all paper supplies, including take-out containers, to be 100% bio-degradable.

Says Helen Griffiths, Director of Operations, "It's good business and it's the right thing to do."



### **CHOOSE TO MAKE A DIFFERENCE**

For more BIP information, perspectives from experts, case studies, or to apply, go to [www.torontohydro.com/bip](http://www.torontohydro.com/bip)

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