



# Pat's Pizzeria

**RESTAURANTS |  
SMALL BUSINESS DIRECT  
INSTALL PROGRAM**

Theo Roustopoulos, owner/operator  
of Pat's Pizzeria in New Jersey

## Local restaurant chain cooks up energy savings.

### The Opportunity

Theo Roustopoulos is a third-generation owner/operator of five Pat's Pizzeria locations in New Jersey. Operating what he calls "mom-and-pop small businesses in old buildings," Roustopoulos often looks for ways to replace failing equipment while saving energy.

He turned to Atlantic City Electric's Small Business Direct Install program, which offered incentives to cover nearly 80% of the upgrade costs at three of Roustopoulos's pizzeria locations.

**"For example, I needed new HVAC units," he says. "When you're quoting that out and you realize it's going to cost you \$30,000, and then a program like this comes across your desk, it's very helpful."**

### The Process

To help Atlantic City Electric's customers reach their energy efficiency goals, the Small Business Direct Install program uses approved contractors (known as Trade Allies), who start the process by conducting a no-cost energy assessment. This assessment includes a basic inspection of the facility as well as recommendations for energy-saving upgrades and incentives to help pay for them.

## Savings at a Glance

### Atlantic City Electric Small Business Direct Install Program

Pat's Pizzeria completed energy-saving lighting and HVAC upgrades in three of its locations, leaving more money to better serve its customers.

#### Project Costs

**\$75,423**

Average Project Cost

**- \$55,045**

Average Incentive

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**\$20,378**

Average Net Project Cost

#### Total Estimated Annual Energy Savings

**67,577**

kWh per year

**\$10,312**

Per year

"I built a good relationship with my Trade Ally," says Roustopoulos. "He has a good relationship with Atlantic City Electric, and it's pretty seamless."

Given how tough the food industry can be—with its thin margins—any assistance makes a difference. It's especially beneficial when that help is streamlined through an attentive, knowledgeable person, like a Trade Ally.

## The Results

The upgraded HVAC systems in Roustopoulos's pizzerias have saved him energy, and the air quality and ventilation have improved.

Roustopoulos has also upgraded the dining room and kitchen lighting in three of his restaurants. These new LED bulbs and fixtures deliver not only energy and cost savings but also a warm and inviting atmosphere for his guests. The upgrades make his food look more appealing, too.

So far, Roustopoulos has been "blown away" by his experiences with Atlantic City Electric's Small Business Direct Install program. "I can't think of a reason not to take part in it," he says.



Lighting and HVAC upgrades have increased the comfort for guests.

## Experience the success firsthand.

The Atlantic City Electric Small Business Direct Install program provides financial incentives and technical assistance to help businesses maximize energy efficiency and reduce energy costs. Financial incentives can cover up to 80% of your total project costs, and 0% financing is available to help with the rest.

## Get started now.

For more information, visit [atlanticcityelectric.com/SmallBusiness](https://atlanticcityelectric.com/SmallBusiness) or call **833-ACE-PAYS**.



**"I was hesitant at first, but then I went for the second project and a third. Now I'm working on my fourth. It's been a very beneficial program for me."**

—Theo Roustopoulos | Owner | Pat's Pizzeria locations