



CUSTOMER SUCCESS

Transforming Chuy's Tex-Mex with Energy Solutions

Improving our planet and improving your profits,
one building at a time.

Casual Dining Restaurant

“

I couldn't be happier with my decision to choose ENTOUCH for my energy management needs. ”

– SARAH MASON

Facilities Manager, Chuy's

SITUATION

Opening its doors in 1982 on the iconic Barton Springs Road in Austin, TX, Chuy's has grown from a small, quirky Tex-Mex restaurant into a beloved chain with a reputation for authentic, fresh food served within a fun and funky atmosphere. Now part of Darden Restaurants, Inc., Chuy's was originally founded in an abandoned Texas Barbecue joint with only sixty seats. Now, the restaurant chain has expanded to more than 100 restaurants stretching across 16 states. This humble beginning marked the start of an extraordinary journey that would see Chuy's become a household name for Tex-Mex cuisine enthusiasts.

CHALLENGE

Sarah Mason, Chuy's Facilities Manager, embarked on a strategic mission to elevate Chuy's operational efficiency and unlock substantial energy savings. The quest was clear: to harness a cutting-edge energy management solution that could provide deep insights into the restaurant chain's daily operations. The focal areas included enhancing HVAC performance, optimizing refrigeration processes, and slashing overall energy consumption. The challenges were multifaceted – from battling the inefficiencies of poorly performing HVAC units and controlling supply and make-up air, addressing the unconventional practice of propping refrigerator doors open to cool kitchens, to the lack of precise energy usage monitoring. These issues not only hampered operational efficiency but also posed significant environmental concerns.

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As an end user, I was initially drawn to their promise of savings and operational efficiency. However, what truly set ENTOUCH apart from the competition was their incredible team. From the very beginning, their team demonstrated a level of professionalism and preparedness that left me feeling confident in my decision. They were not only able to answer any questions I had but also provided clear instructions, guidelines, and examples to help me better understand their solution.”

– **SARAH MASON**

Facilities Manager, Chuy's

SOLUTION

In response to these challenges, Chuy's adopted ENTOUCH's energy management system designed to tackle each pain point with precision and intelligence. This solution stands at the forefront of technology, offering:

- ✓ **Real-Time HVAC Monitoring and Optimization.** The system applies advanced algorithms to ensure HVAC units operate at peak efficiency, reducing unnecessary strain and prolonging equipment life. Monitoring supply and make-up air to ensure team members and customers are comfortable.
- ✓ **Intelligent Refrigeration Control.** This addresses the issue of open refrigerator doors with smart sensors and automated controls, maintaining optimal kitchen temperatures without compromising refrigerator efficiency.
- ✓ **Comprehensive Energy Consumption Analytics.** The platform offers granular insights into energy use patterns, identifying areas for improvement and enabling proactive measures to reduce consumption.



FINANCIAL IMPACT

- 19% kWh savings (weather normalized)
- \$2.4M projected annual utility savings (energy + operational)
- Average 2.07 year payback
- 337% 5-year ROI



SUSTAINABILITY IMPACT

- 632,158 lbs reduction carbon emissions
- 335 acres of US forest saved
- 99.6 tons waste recycled
- 410,458 kWh reduction
- 316,012 lbs of reduced coal burned

ENTOUCH'S IMPLEMENTED SOLUTIONS AT CHUY'S



HVAC SOLUTION



REFRIGERATION SOLUTION



ENTOUCH.360

RESULTS

The collaboration between Chuy's and ENTOUCH yielded impressive results:

- ✓ **Energy Savings.** Chuy's achieved a direct savings of 19%, exceeding the estimated savings. In total, 410,458 kWh was saved in 10 months.
- ✓ **Operational Efficiency.** The introduction of occupied/vacancy settings structured Chuy's energy usage, allowing it to optimize energy consumption effectively.
- ✓ **Increased Comfort and Quality.** Issues with humidity were quickly identified and resolved, significantly enhancing team members and customer comfort while minimizing risks to the building's structure and materials.
- ✓ **Enterprise View.** The ability to monitor all restaurants from anywhere provided Chuy's with the oversight needed to make informed decisions rapidly and efficiently.
- ✓ **Maintenance Prioritization.** Chuy's is able to review its poor-performing units to help prioritize maintenance requests and allocate annual budget funding for improvements.

CONCLUSION

Chuy's successful implementation of ENTOUCH's energy management solutions stands as a testament to the power of innovation and partnership. Through smart energy solutions, Chuy's has not only achieved significant energy savings but has also taken important steps toward operational excellence and environmental responsibility. The partnership with ENTOUCH has enabled Chuy's to maintain its commitment to delivering exceptional Tex-Mex cuisine in a comfortable, efficient, and sustainable environment. Within a short 10-month period, Chuy's was able to make an impact both financially and toward its sustainability goals.

“*ENTOUCH's team is forward-thinking and easy to work with, making the entire experience delightful. They truly understand the needs of their customers and are committed to providing tailored solutions that deliver both short and long-term benefits. Not only do I feel like I have a true partner in our energy management journey, I have seen 19% in my energy savings and am able to understand my assets in more depth, preventing operational emergencies I otherwise wouldn't have seen coming.*”

– SARAH MASON

Facilities Manager, Chuy's

KEY BENEFITS

Chuy's Tex Mex, a multisite restaurant chain part of Darden Restaurants, Inc., needed an energy management system that provides asset visibility, service, and cost savings. In addition to relieving Chuy's pain points, ENTOUCH surpassed its competitors by providing:



BEST-IN-CLASS EQUIPMENT

ENTOUCH's innovative smart thermostat not only significantly reduces energy consumption but also enhances facility comfort, leading to a decrease in both operating and capital expenses. By leveraging this advanced technology, businesses experience a substantial reduction in maintenance-related dispatches. This efficiency allows for a strategic shift towards proactive maintenance practices, effectively prolonging the lifespan of facility assets.



RAPID DEPLOYMENT, INSTALLATION, AND RETROFITTING OF EQUIPMENT

Deploying a diverse array of systems across multiple locations requires installation expertise – an area where ENTOUCH excels with unparalleled proficiency. Our highly trained and qualified technicians ensure that the equipment is installed with precision, adhering to the strictest timelines and budget constraints while never compromising on quality. This rigorous commitment to excellence has significantly bolstered Chuy's confidence in both ENTOUCH and our smart thermostat solutions.



OPTIMIZATION

Once Chuy's had command of its operating environment, the restaurateur found that optimizing the performance of its assets provided verifiable results. These results would contribute to their return on their investment and would be critical to their facilities team. The reduction in time managing more than 100 restaurants' energy would allow facility team members to focus and solve other concerns. ENTOUCH's connected, transparent facility ecosystem gave Chuy's restaurants the insight to make decisions and proactively enhance control. The restaurant chain created a sustainable environment with low cost, high efficiency, enhanced margins, and a robust bottom line.

KEY BENEFITS



ASSET INVENTORY

Leveraging ENTOUCH's visit to each restaurant, ENTOUCH's team conducted a comprehensive asset inventory of all energy equipment across every restaurant. This strategic initiative allowed Darden and Chuy's restaurants to gain a clear and detailed understanding of the age and type of equipment on-site, effectively eliminating the need for their facilities team to engage in this time-consuming task.



CUSTOMER SUCCESS TEAM

ENTOUCH's customer success team is forward-thinking and exhibits unparalleled ease of collaboration, transforming the relationship into a true partnership. We pride ourselves on crafting tailored solutions that not only address immediate needs but also pave the way for long-term cost-saving and operational benefits.

Partnering with ENTOUCH goes beyond mere collaboration; it's an investment in a proven pathway to energy management success. The results speak for themselves – a notable 19% savings in energy expenditures, alongside a profound understanding of Chuy's operational management. This insight enables the proactive prevention of operational emergencies, safeguarding against unforeseen challenges.

ABOUT ENTOUCH

Founded in Dallas, Texas, in 2008, ENTOUCH is the leader in **energy management** as a service and smart building technology. We create a path to a healthier planet by delivering sustainable solutions that reduce energy usage, drive profitability, and simplify facility management for multisite operators. Our turnkey solution digitally transforms and optimizes operations for multisite businesses. We are the only provider that owns our entire technology stack and can take over heterogeneous systems and manage them from a single cloud solution. We lead the industry in speed and deployment quality and the ENTOUCH.360 service has earned a 100% renewal rate.

To learn more about ENTOUCH's smart building solutions, visit www.entouchcontrols.com