

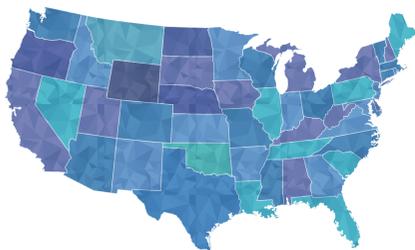
FROM THE FRYING PAN TO THE FIRE

Rewiring the Commercial Foodservice Industry for Behavior Change

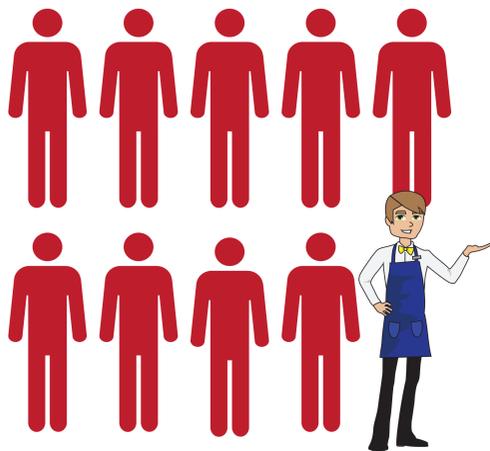


...is foodservice an important customer segment?

\$40
BILLION
Utility Bill



Employs **1 in 10** Working Americans



5 to 10x
MORE energy intensive than other commercial customers

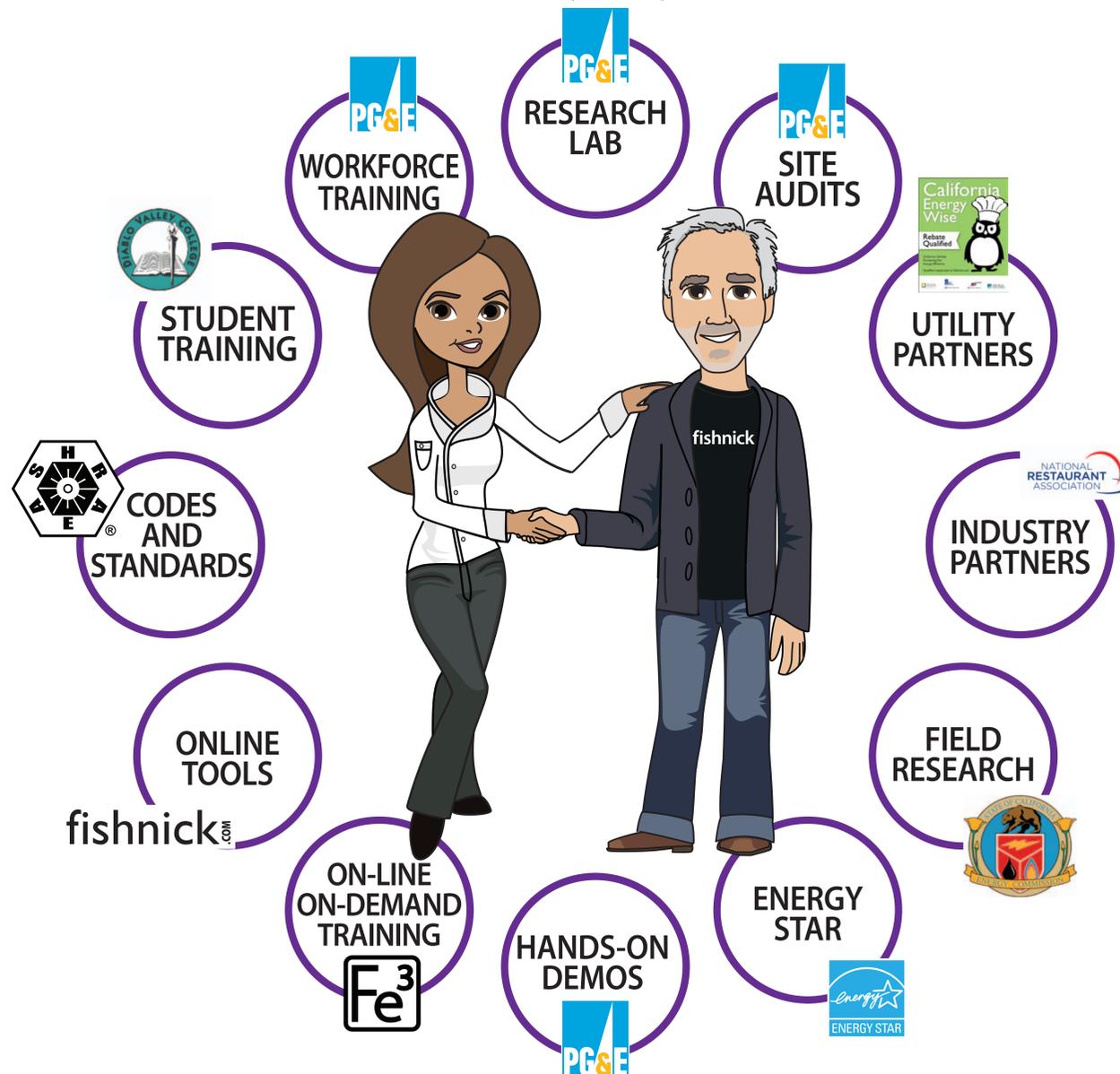


...to achieve behavior change in foodservice?

Foodservice is a **Relations-Based** Industry

PG&E FOOD SERVICE TECHNOLOGY CENTER

The PG&E Food Service Technology Center uses these tools to build relationships and successfully change behavior.



...is needed to change "business as usual" behavior at a larger scale?



Fe³ Fe3 is a public-private partnership designed to bring training deep into the foodservice industry

- | | | |
|--|-----------------|----------------|
| | Modular | Narated |
| | On-Line | On-Demand |
| | Gamification | Avatars |
| | Skills-Building | Fun |
| | Graphical | Adult Learning |
| | Testing | Certification |

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