



New Seasons Market San Jose, CA

Fresh, whole roasted chickens are staples in modern grocery stores for customers seeking an easy, instant dinner plan. Stores often display these continuously rotating chickens as theater behind the doors of a continuous-type rotisserie oven. While visually striking, these types of rotisseries are often equipped with manual controls, thin glass display doors, and a cooking compartment that wastes 80% of the energy it consumes when cooking.

Known for a commitment to sustainability with their food waste reduction and climate change mitigation measures, New Seasons Market in San Jose, CA sought an alternative to its energy intensive continuous-type rotisserie oven.

New Seasons contacted the energy efficiency experts at the Frontier Energy Food Service Technology Center (FSTC) for an on-site energy use comparison study between their existing rotisserie and an advanced Fri-Jado TDR7 batch-type rotisserie oven. Designed with a more energy efficient burner, thermostatic controls, and an insulated cooking compartment, FSTC researchers found that the Fri-Jado rotisserie reduced the operating costs for New Seasons market by an estimated **\$1,680** per year, while not sacrificing roasted chicken production or quality. The upgrade bolstered New Seasons sustainability bona fides and demonstrated that smart, energy efficient upgrades pay dividends.



Original continuous rotisserie oven (left) and replacement Fri-Jado TDR7 batch rotisserie oven (right).

Savings By the Numbers: Original Rotisserie vs. Fri-Jado TDR7 Rotisserie

Rotisserie	Cooking Energy Efficiency (%)	Idle Energy Rate (Btu/h)	Production Capacity (lb/h)	Annual Energy Use (therms)	Annual Operating Cost*
Original Rotisserie	21	80,000	50	1,740	\$2,350
Fri-Jado TDR7	42	6,036	58	495	\$670
Total Annual Savings				1,245	\$1,680

*PG&E Natural Gas 2021 forecast utility rate: \$1.35/therm.