

# CASE STUDY

**Customer:** Moral Foods

**Industry:** Kentucky Fried Chicken Fast Food

**Region:** KwaZulu Natal

**Energy Saving Partner:** Energyrite (Pty) Ltd

## Customer Profile

Moral Foods own and operate sixteen (16) successful KFC Fast Food stores in the KwaZulu Natal region.

## About Energyrite

Energyrite(Pty) Ltd evaluates and implements energy saving strategies, using real-time metering technology to maximise savings with zero capital outlay for their customers.

## Challenge

A referral from an existing Energyrite customer with a great story to tell, lead Mr Rughubeer; owner of Moral Foods, to approach us to audit and propose recommendations to gain control of their increasing energy costs.

**Energyrite SAVES KFC  
Fast Food Outlets 24%  
on their Electricity Bill**



Energyrite is proud to have confirmed great energy savings for the Moral Foods Inanda and Phoenix KFC Stores, KwaZulu Natal.

## Energyrite offered Moral Foods their unique 'No Risk Solution'.

### Solution

Energyrite's unique 'No Risk Solution' includes a site audit, installation of real-time energy management equipment and a comprehensive report, detailing how savings are generated. **No cost to client.** Once the audit was completed, it was discovered that Scott Fuller and his team from Energyrite could indeed give guaranteed savings for both Inanda and Phoenix Stores starting from the very first month.

Moral Foods accepted without delay.

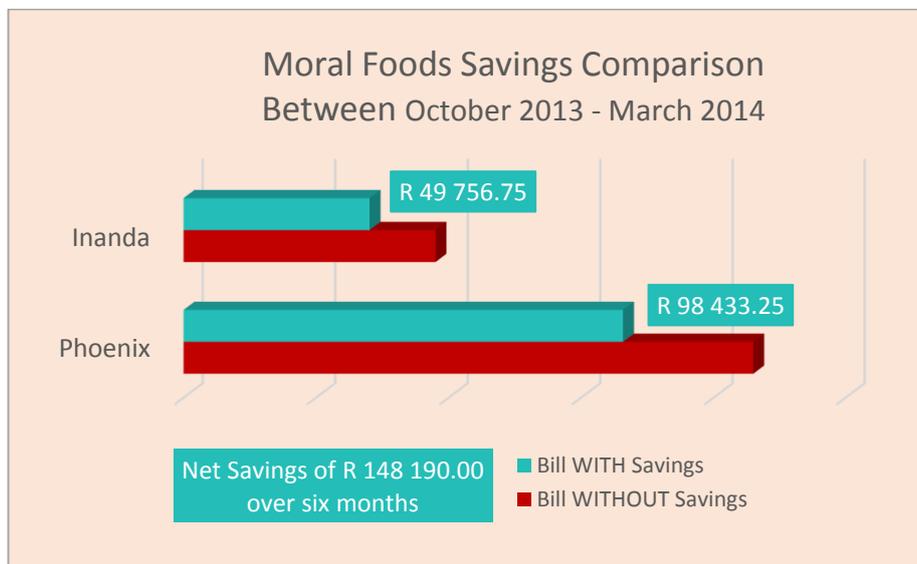
*Scott Fuller, Managing Director of Energyrite says "Using data collected in real-time from our sophisticated analytical software, I was amazed how quickly potential areas of savings were identified. Within the first month, we were saving Mr Rughubeer a substantial amount of money."*

## Conclusion

Having worked closely with the Moral Foods team, Energyrite have achieved a **24% decrease** in their monthly electricity bill for the two stores since September 2013. However, we expect this to be further improved as we start tweaking the solution even more by implementing and investigating further strategies to optimise further savings.

***“We are delighted with the results Energyrite have been able to achieve, they have exceeded our expectations. Coupled with Energyrite’s reliable after sales service, we are eager to see further savings generated from the ‘Load Side Management Programme’ that is starting to roll out in our Stores.” Mr Rughubeer, Owner***

The graph below shows the monthly bill in Rand value BEFORE and AFTER Savings were implemented from October 2013 to March 2014 –



**Net Saving of R 148 190.00**

That, in simple terms is **5951 Streetwise 2 Meals**

Energyrite’s unique approach to Energy Management has been extremely well received in the Fast Food Outlets and welcome you to read more at [www.energyrite.co.za](http://www.energyrite.co.za)



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