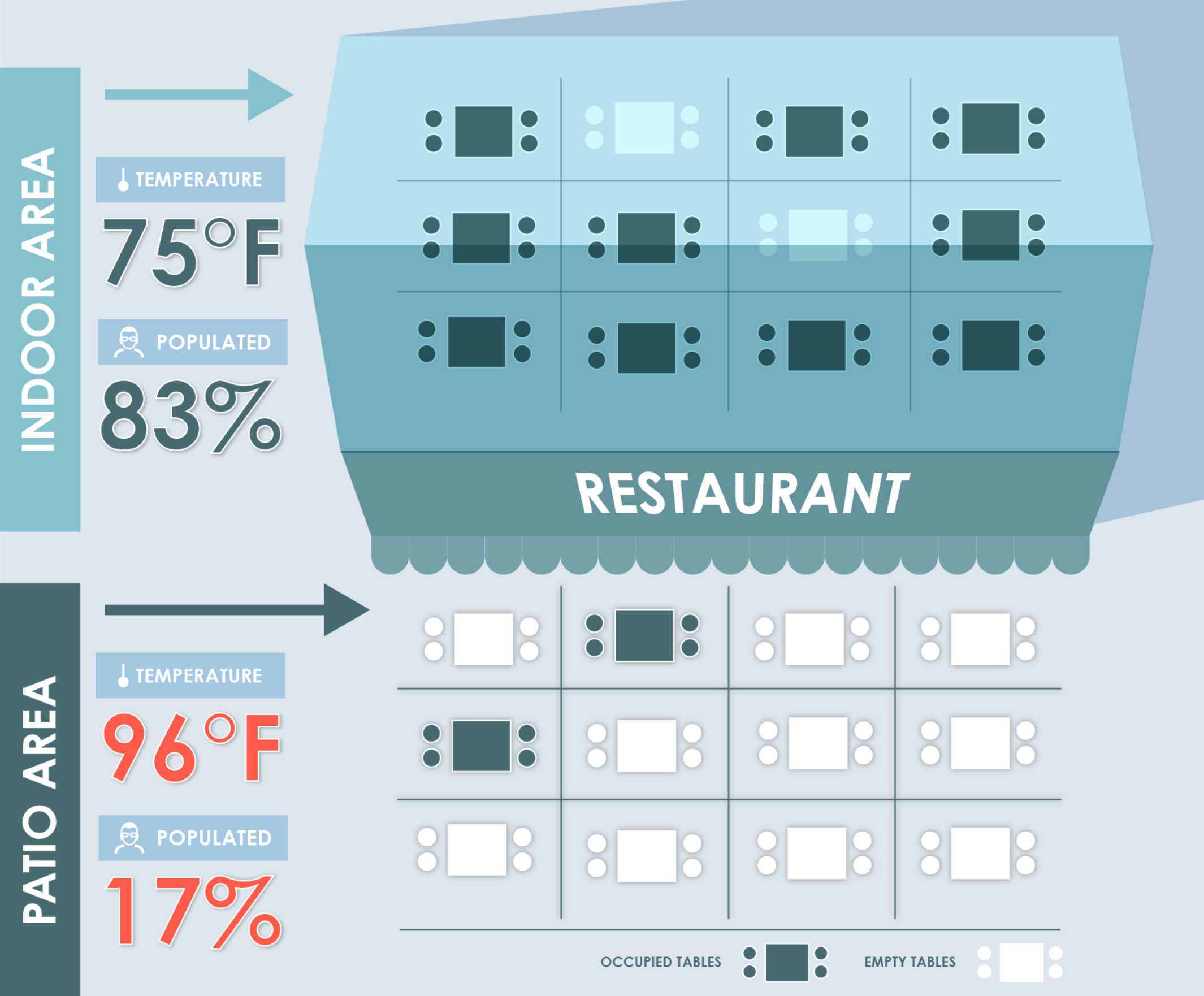


RESTAURANT **HEAT** REVENUE LOSS



THE PROBLEM:

Restaurants lose out on square footage during hot summer months



AVERAGE FULL-SERVICE RESTAURANT DATA

AN AVERAGE CHECK PER PERSON		\$20
SEAT TURNOVER TIME:		1h
PATIO SPACE TABLES (per 3-hour lunch period)		12
GENERATED REVENUE 3h		\$2,880

DURING A 4-MONTH PERIOD

INDOOR LUNCH	OUTDOOR LUNCH	TOTAL REVENUE LOST
83%	17%	33%

At full capacity, during an average summer, an average size restaurant loses nearly

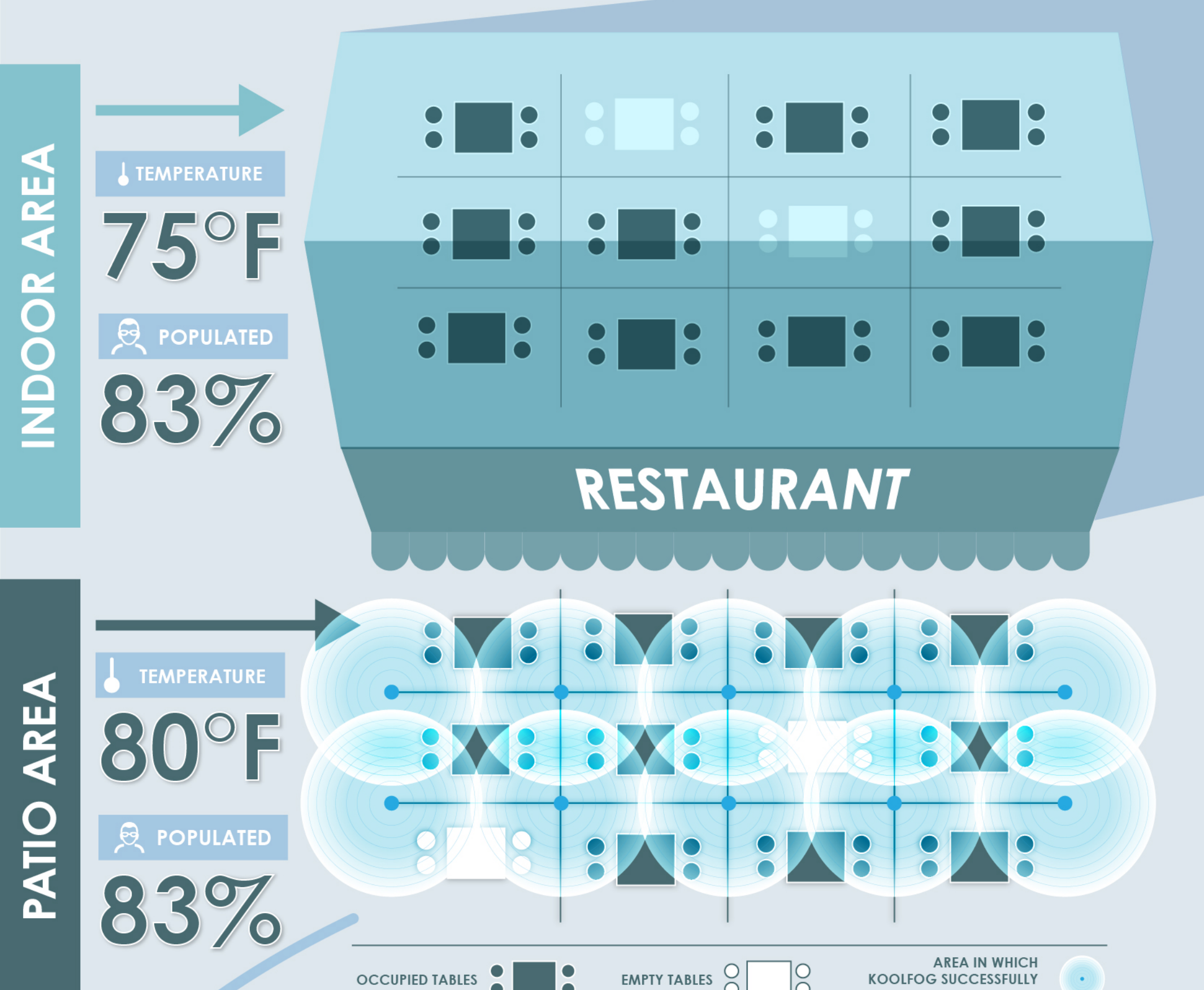
\$350,000

in revenue over a 4-month period of time if they lose those seats to weather

SOLUTION:

adding a misting system can cool outdoor areas in the warmer months

RESTAURANT WITH KOOLFOG SYSTEM



REVENUE HEAT LOSS

\$350,000

AVERAGE SYSTEM COST

\$10,000

REVENUE SAVED

from \$250,000 - \$350,000

RETURN ON INVESTMENT (DAYS)

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