



MAXIMUM HEAT, MAXIMUM PROFIT

Opened in 2009, West Coast based gourmet burger chain Umami Burger boasts unique burgers with a flavor that pushes past traditional tastes. Umami pride themselves as innovators in the culinary art of hamburgers and was seeking a heating solution to compliment this. While quality food is the number one necessity for any restaurant, it is a must for restaurateurs to ensure their product is consumed in the perfect environment. Being innovators, it was easy to see why Umami teamed up with Bronic Heating to ensure their customers are satisfied and the restaurant is able to maximize every table's full sales opportunity.

The Umami Burger Irvine outdoor dining area seats up to 180 and has been fitted with 16 Bronic Tungsten Smart-Heat Gas heaters. Prior to installing Bronic Heaters, Umami had looked at purchasing the Sunpak 34 - however Sunpak could not stand up to the Tungsten Smart-Heat with regards to size, value, and overall aesthetics. Tungsten Smart-Heat Gas boasts a 43,000BTU putting the Sunpak34 (34,000BTU) to shame by 9,000BTU. The Bronic Tungsten's 25% stronger heat output allowed only 16 units to be necessary to heat Umami's outdoor patio, compared with the original spec requirement of 29 Sunpak heaters. The difference in the install further drives home the benefit of Bronic, with a setup cost savings of \$20,000.

In addition to the setup cost savings, Umami also sees ongoing operating cost savings, from the strength and efficiency of the Bronic Tungsten Smart-Heat. Based on the reduction in units required, it is estimated that Umami will save an additional \$4,000 per year in operating costs.

Bronic heaters allow the units to be controlled at one point with an easy to use switch - Matt Olson, Assistant General Manager for Umami Burger states "It's good that we have



different areas, we have 4 switches which we can control zones where required." This feature allows restaurants to control their units with minimal effort and reduces the need for heaters to be on in an area not in use, saving the restaurant unnecessary gas costs.

With a compact shape, the Tungsten Smart-Heat Gas provided seamless integration into the venue. The Tungsten has the ability to be suspended from the ceiling as wall mounted it perfectly coupled with Umami's high ceilings to allow additional use of floor space. "They're tiny, almost like little speakers" comments Mr. Olson on the complimentary and non-obtrusive design of the Tungsten Smart-Heat Gas heaters.

Overall Umami are very pleased with both the product and service they have received as Mr. Olson explains, "It's a great addition to our lounge area and for our tables especially with this large patio, they work well and warm up and keep our large high ceiling patio toasty."