



TOSHIBA LED LIGHTING MELTING POT, FT. MYERS, FLORIDA

At a time when there were no ATM machines, telephones were rotary, pastel was very “in” and depending on your taste, Rock and Roll was the best or worst thing that ever happened to music, there was also this edible rage known as fondue, and every bride seemed to have a fondue set either in her ‘hope chest’ or on her bridal registry.



Google defines fondue as “a dish in which small pieces of food are dipped into a hot sauce or a hot cooking medium such as oil or broth”, and links its earliest heritage back as far as the year 1699. Fondue became a trendy “dipping” food in the heyday of the 60s and 70s, until interest waned in years thereafter. Like many trends, though, it made a comeback in the late 80s, and this time in restaurant fashion with an even bigger ‘appetite’ for fun. Suddenly, fondue was popular again, and restaurants bearing main menu items of cheese and chocolate accompanied by bread on sticks were popping up everywhere the fondue lovers of the world could possibly imagine. The ‘Melting Pot’ was one of these restaurants, smart to catch on to the reborn rage, and today, its 140+ locations can be found all over the US and Mexico, offering a variety of delectable dipping choices to accompany a menu of specialty wines and cocktails.

One Melting Pot location, in particular, located in sunny Fort Myers, Florida, draws fondue fanatics in by the thousands each year, all longing for this personal pot-dipping experience with the new modern twist of options and sides galore. For over 25 years, this venue has delivered its promise of “four courses of flavorful fun”, and a delightful ambiance sure to please even the most discriminating of diners.

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TOSHIBA LED LIGHTING PRODUCTS:

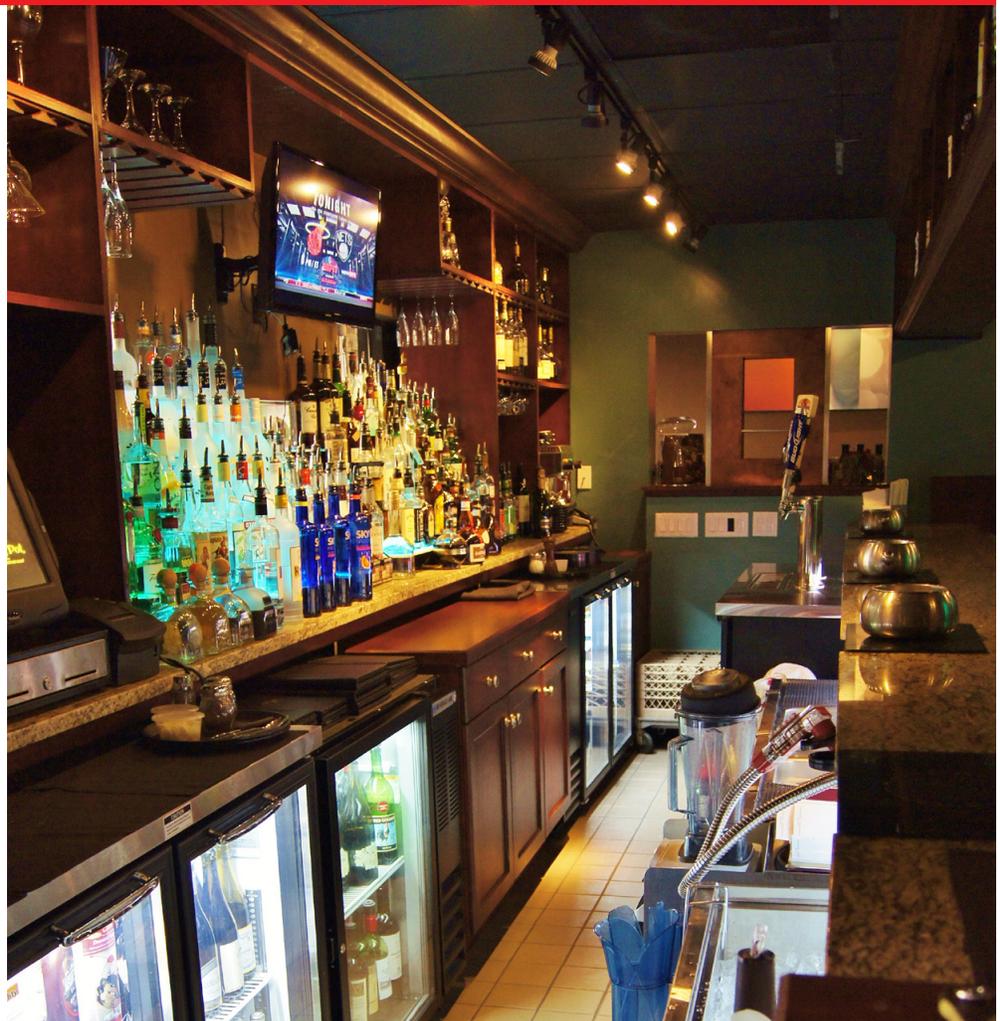
- Provide exceptional light quality with a variety of color temperatures and distributions
- Use up to 85% less energy than incandescent and halogen lamps
- Contain no mercury or lead
- Reach full brightness instantly
- Emit up to 70% less UV rays than traditional sources
- Are backed by a Toshiba five-year limited warranty*

* For more information, visit: www.toshiba.com/lighting.



As the Fort Myers location's popularity has grown, so has the attention to this detail, and the owner's desire to always exceed their customers' expectations. It was no surprise, then, that they recently decided to step up the ambiance a notch for their loyal patrons, and to renovate their establishment with all new décor, a private party room to accommodate over 30 guests, as well as an intimate loft area, appropriately dubbed, "Lover's Lane".

This complete overhaul also included a full lighting redesign. Nothing but LEDs would do for the owners, so a renowned expert in solid state lighting was called in to assist. As no stranger to lighting retrofits, Peter Baker of Grasp Lighting Group was commissioned to help plan the replacement of the existing conventional light sources. Baker immediately turned to a preferred manufacturer, Toshiba LED Lighting, and equipped the Melting Pot, Fort Myers, with a total of 66 PAR20 and PAR30 lamps. The 2700K, 8-degree spots were used specifically for the fondue pot on each table, to prevent light 'spill'. As Manager Ian Ruppel explained it, "We wanted to make the lighting more peaceful and soft, but still highlight the fondue when and where needed." Another challenge was to center the light over the pot and still provide enough light for the table to be able to see when they needed to read the menu.





The energy efficient selections replaced 20W-60W halogens and incandescents throughout the restaurant, and at 10 hours a day, these LED solutions will achieve a total electricity consumption of 5.1kWh/day, which is over 80% more energy efficient than the conventional lamp fittings. Further, the Toshiba LED products cut the running costs down to less than one fifth of the cost of traditional equivalents. "We are so pleased with the renovations, including the LED lamps that Toshiba provided," Bob Devona of ESI Pompano, who assisted Mr. Baker on this project, advised us; "Now that this facility is done, and the owners are thrilled with the quality and service Toshiba's folks provided, we plan to outfit the other Melting Pot locations across the US with their lamps. It will be more wins for everyone involved."

Toshiba International Corporation would like to thank everyone at the Melting Pot, Fort Myers location; they were a pleasure to work with. A special thanks also goes out to Peter Baker for his contribution to this project and story.

Find out more about the Melting Pot, Fort Myers at: <http://www.meltingpot.com/ft-myers>.

Toshiba is committed to offering quality engineered products, unparalleled service and a five-year limited warranty. For more information, visit toshiba.com/lighting.

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5 FIVE YEAR
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