

Customer Success Story



Beacon II™ Delivers Fresh Efficiencies for Food Distributor

Rancho Cucamonga, California, October 2004 – A little bit of New York City became a big business enterprise in California with the considerable efforts of the Annunziato brothers.

Back in 1985, Joe Annunziato and his brother Tony looked at the Inland Empire area of southern California and thought that the region was ripe with potential for significant population and economic growth. They left their native home in Long Island, New York and moved to Rancho Cucamonga to start Cerenzia Foods, Inc.

Why Cerenzia? “That’s easy,” Joe and Tony’s brother, Frank, Cerenzia Foods, Inc. warehouse supervisor, explains. Growing up on Cerenzia Boulevard, we wanted to keep our memories, traditions and roots alive through Cerenzia Foods. Being a family business with five brothers growing up in a predominantly Italian neighborhood, we were referred to as the ‘Cerenzia Boys.’”

Cerenzia Foods, Inc. specializes in the pizza trade. “Our products consist of cheese, meats, tomatoes and frozen items. In all, we carry



Frank Annunziato (inside truck) and brother Mike at Cerenzia Foods, Inc., Rancho Cucamonga, Calif.

about 4,000 items,” said Frank. Primary customers for Cerenzia are pizza shops and restaurants. “We work with independents which enables us to build relationships. Our coverage area ranges from Santa Barbara to San Diego to Las Vegas and the Mojave Desert. Presently we’re running 12 trucks and about 50 employees.”

When Cerenzia outgrew its original facility, a garage storage unit in Upland, California, the company moved to a new location. Soon the Annunziato brothers were tearing down a wall at that location, and later moved to another building. When the new site proved insufficient, Cerenzia Foods, Inc.

purchased a 30,000-square-foot facility in Rancho Cucamonga. “We were in that building until about 2 years ago,” said Frank. “Then we moved into our present location, which has 90,000 square feet.”

After they selected the new location, the Annunziatos began planning a project for an energy efficient, state-of-the-art refrigeration system. Frank Annunziato contacted Mike Nelson at R-Cold, Inc., a cold storage manufacturer that handles the Chandler refrigeration line. “I actually called R-Cold from a trade reference,” said Frank. “Mike Nelson came down and visited with me along with his associates, Pat and Mike Mulcahy. They were sincere, honest and easy



The outdoor condensing unit on the rooftop of the Cerenzia Foods warehouse.

*“...Calculated annual energy savings would be 19,200 KW
or \$1,920 – based on 10 cents per KW.”*

to work with. The technology side of the business can be a difficult area to digest, but Mike and his team explained everything well.”

R-Cold is a manufacturer of refrigerated panels and cold storage facilities. A family-owned company, R-Cold was started by Rick Mulcahy about 30 years ago, and is currently run by Rick’s sons, Mike and Pat. R-Cold also has a door division that manufactures all sizes of walk-in doors, both automatic and manual.

Cerenzia Foods, Inc. brought R-Cold in during the construction phase. “We didn’t have a building yet because it was custom-designed,” said Frank.

R-Cold came in with the general contractor, Cappellino Brothers Construction, and designed and constructed the walk-in refrigeration boxes. They completed Cerenzia Foods’ walk-in cooler and freezer turnkey, from the ground up. They laid the cement, the rebar, the heating floor and the glycol system (antifreeze that runs through the floor and keeps the floor from freezing and prevents buckling), along with six inches of insulation in the floor and eight inches on the walls. R-Cold manufactured the doors

for the walk-in units as well. “They did a tremendous job,” adds Frank.

R-Cold designed the system, and refrigeration sub-contractor California Climate Control installed a Chandler Beacon II™ system to monitor the walk-in cooler and the freezer, which are about 7,000 square feet and 6,000 square feet, respectively. “The Beacon II refrigeration system basically takes all the worries out of my hands,” said Frank. “The system has a digital display tied into a computer with a direct modem to Heatcraft Refrigeration Products (HRP) in Atlanta. We’ve teamed with HRP on a test program that allows them to monitor and control our system from their office.”

“We have been monitoring and recording data for these systems for nearly two years,” said Ray Clarke, HRP Technology Integration Group Manager. “Over this time period, the two freezer systems average 1.3 defrosts per day. Assuming two defrosts per day to simplify the equation, our calculated annual energy savings would be 19,200 KW or \$1,920 (based on 10 cents per KW).”

“It’s mind-boggling,” added Frank. “They can adjust temperatures and defrost systems from Atlanta. They can dispatch someone from their location in Chino, California with a print out, if something is wrong with the system, and they’ll know what to



Mike Nelson of R-Cold, Inc. demonstrates how to adjust the settings on the Beacon II System using the Beacon II Smart Controller.

adjust. And Beacon II runs my unit in the most energy-efficient way.”

Cerenzia Foods, Inc. has had its Beacon II system for about 2 years, with outstanding results. “They’ve made a few adjustments from Atlanta,” said Frank. “They adjusted the temperature and defrost cycle for maximum energy efficiency. We wanted the most efficient settings.”

As for the Beacon II system, said Nelson, “it has allowed R-Cold to offer our customers a state-of-the-art refrigeration system that has energy savings advantages over standard-type systems. It also saves time and money in installation.”

In addition to the family business, the Annunziatos are deeply committed to helping meet the needs of hurting, hungry, families and children. “Cerenzia is one of the largest distributors of food for Feed the Children. We feed the homeless every day of the year,” said Frank, “and we’re blessed that we can do this.”

“Beacon II runs my unit in the most energy-efficient way.”



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2175 West Park Place Boulevard • Stone Mountain, GA 30087
770-465-5600 • Fax: 770-465-5990
www.heatcrafttrpd.com

