



**RENOWNED
TAPAS RESTAURANT
finds LEDs
EXTREMELY PALATABLE**

"We're incredibly pleased with the quality of the light from Noribachi's bulbs - from the candelabras to the track lighting - the light is soft, warm and bright - you would never guess it was LEDs."

-José Andrés, Owner & Head Chef, Jaleo Restaurant

NORIBACHI



SETTING:

Interior dining room and kitchen, Jaleo Tapas Restaurant, Washington, D.C.

HEROES & VILLAINS:

Noribachi T8.2ft, MR16, R30, R20, A25, and B13 LEDs ranging from 3.8W to 17W replace a range of halogen, incandescent and fluorescent bulbs ranging from 18W to 100W.

MORAL:

242 lights retrofitted to save more than \$5,000 annually on energy bills alone.

UNIQUE MOTIVATION:

Completely retrofit each different lighting element while maintaining a sophisticated ambiance with soft, intimate, illumination.

PLOT:

There's something about the soft, warm illumination of a special dining experience that just feels right, plus Jamón Serrano never looks as good in harsh light. Seeking to maximize the restaurant's ambiance while reducing astronomically high energy bills drove Owner and Head Chef, José Andrés, to investigate LEDs. In an industry with large overhead costs and small profits, saving money on essentials like lighting resonated with Andrés. Beyond the monetary benefits the new Noribachi LEDs also emit a special warm light, unlike many other LED bulbs. The ability to keep the ambiance intact while using LED illumination made the decision a no-brainer, and even if the couples dining don't notice the difference, it's as clear as a Noribachi light on Jaleo's bottom line.

